

# SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE  
SOUTHERN AND  
SOUTHWESTERN STATES

PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

September, 1950



Perfect Circle GX  
"Oil Stopper" Steel  
Oil Ring, as seen in  
NATIONAL PUBLICA-  
TIONS by millions.

**Seen by Millions—Used by Millions!**

The Perfect Circle Sectional Steel "Oil Stopper" illustrated above has been seen by millions in national magazines. Like all Perfect Circle products, it is known and accepted by motor-wise car owners all over America.

The "Oil Stopper" gives a "star" performance in even badly worn engines. It eliminates oil pumping, increases

power, saves gas and oil, and gives longer life to worn engines! No wonder Doctors of Motors actively express their preference for Perfect Circles by installing millions every year!

Let the "Oil Stopper" be your trouble shooter on all worn engine jobs. Ask for it in the Perfect Circle 500-5000 Series.

## Perfect Circle

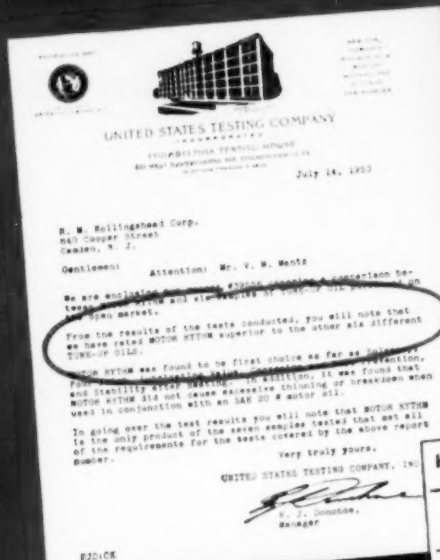
**THE MOST HONORED NAME  
IN PISTON RINGS**

# WHIZ MOTOR RYTHM® "SUPERIOR"

To Six Leading Tune-Up Oils Tested

Reports UNITED STATES TESTING COMPANY

FACTS About New WHIZ Formula From America's Leading Independent Testing Laboratory



## HOW LEADING TUNE-UP OILS RATE ON ESSENTIAL TESTS

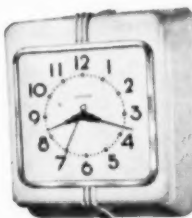
United States Testing Co., Inc. report #P39556, July 13, 1950

SEVEN LEADING BRANDS	Cleaning Action (Solvency Value)	Preventing Oil Stiffness	Lubricating Value (Film Strength)	Solvent and Rust Loss when Heated to 300° F.	Compatibility with Motor Oil	Excessive Thinning of Motor Oil*
MOTOR RYTHM	1st	1st	1st VERY EFFECTIVE	1st	SATISFACTORY	NO
BRAND A	3rd	2nd*	2nd	Almost None	4th SATISFACTORY	YES
BRAND B	5th	2nd*	3rd	Little	2nd SATISFACTORY	YES
BRAND C	6th	2nd*	4th*	Almost None	5th* SATISFACTORY	YES
BRAND D	4th*	4th*	4th*	Almost None	6th SATISFACTORY	NO
BRAND E	2nd	3rd	5th	Little	5th* UNSATISFACTORY	YES
BRAND F	4th*	4th*	4th*	Almost None	3rd SATISFACTORY	NO

- \*Indicates tie in rating.
- "Solvent loss when heated to 300° F." is determined by weight loss after heating.
  - "Excessive thinning" occurred where SAE 20 wt. oil was changed to SAE 10 wt.
  - 200% more protection against corrosion than most products tested.

## GET THIS EXTRA BONUS OFFER!

INGRAHAM Self-Starting ELECTRIC CLOCK. Sells everywhere for \$4.95 plus tax. For home or office use. Large 5" dial. Smart white plastic "tilted" case. Sweep second hand. 60 cycle 110-125 volt.



### MOTOR RYTHM DEAL 50-P

BUY 2 cases (48 pints) @ \$10.80  
(Plus Fed. Excise Tax 18¢ per case) 21.96  
GET BONUS Ingraham "Sentinel" 4.95  
Regular Dealer Cost.....26.91  
YOUR SPECIAL PRICE, ONLY \$21.96

\*We must reserve the right to substitute an electric clock of equal value if delivery necessitates a substitution.



R. M. HOLLINGSHEAD CORP.

Camden, N. J.

LEADER IN MAINTENANCE CHEMICALS  
Camden, Ontario, Toronto & Winnipeg, Canada  
New York, N. Y.



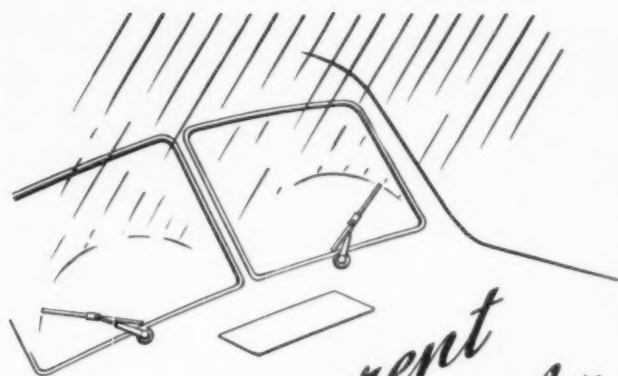
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Volume 30

Number 9



# SEAL OUT THE WEATHER



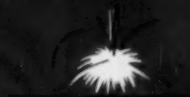
*Transparent  
Windshield Sealer*

Makes windshields leak-  
proof to rain or snow.  
Always is crystal clear,  
colorless and pliable.



**PERMATEX COMPANY, INC., BROOKLYN 29, N. Y.**

**Only** McCORD PIPES  
HAVE **ALL THESE**  
CONSTRUCTION FEATURES



**Cold Rolled Electrically Welded**

McCord pipes are made from cold rolled electrically welded steel tubing, the finest type of tubing available for exhaust and tail pipe construction.



**Even Wall Thickness**

Even wall thickness is an important feature of McCord pipes because the resistance to rust and corrosion is equal throughout the length of the pipe.



**Easy to Install**

Because McCord exhaust and tail pipes are made to close joint specifications and to close tolerances installation is easy, requiring less time.



**Individually Engineered to Fit**

McCord pipes are individually engineered to fit the model of car or truck. The correct length and the proper radius on all bends.



**No Crimped Bends or Cracks**

There are no sharp corners, or cracks in McCord bends that would restrict the free flow of gas and collect deposits that would start corrosion.



**Smooth Finish Retards Corrosion**

The smooth, hard, 48 finish of McCord mufflers not only retards corrosion, but is an indication of a quality product.

**SELL McCORD EXHAUST and TAIL PIPES**

The Replacement Pipe that's **SPECIFICALLY ENGINEERED** to fit Every Make of Car

New McCord pipes should be installed every time a muffler is replaced. Check the exhaust and tail pipes for rust holes, thin spots, also for places where the pipe may have been flattened retarding the flow of gas.

**MCCORD CORPORATION**  
DETROIT 11, MICHIGAN

GASKETS • MUFFLERS • PIPES • RADIATORS • OIL RETAINERS

# VAN NORMAN

The "Complete Line"  
for the Automotive



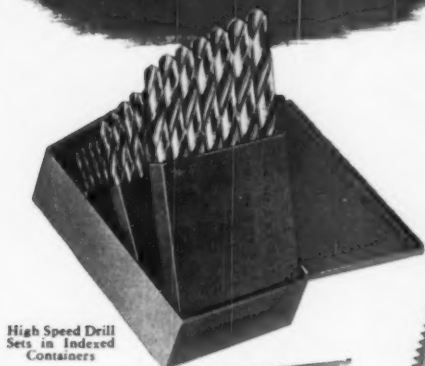
of Cutting Tools  
Service Industries

NOW you can get *Van Norman Quality* in Drills, Taps and Dies . . . as well as in Boring Bars, Crankshaft Regrinders, and all the other 24 famous Van Norman Automotive Service Machines . . . the heavy-duty "Big Red Line."

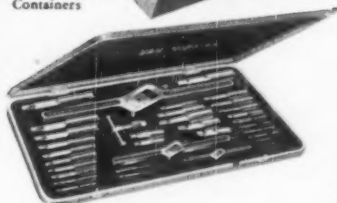
Van Norman's new Complete Line of Cutting Tools for cars, buses, trucks and tractors is available to the trade in boxed sets, or as single tools. Buy The Best—Buy Van Norman. See your jobber or write Van Norman Co., Springfield 7, Mass.

COMPLETE SETS...

...OR SINGLE TOOLS



High Speed Drill  
Sets in Indexed  
Containers



Tap Set No. 35



Tap and Die Set  
No. 36

Spark Plug Taps

SEE YOUR  
JOBBER  
TODAY  
He has them  
in stock.

Complete range  
of adjustable  
reamers from  
size 4A to G

No. 1412  
Silver and  
Deming Drills  
(Shanks 1/2"  
diam., 2 1/2" long)

Jobber's Lengths  
Straight Shank  
Drills

Van Norman  
Hex Retreading  
Dies are used  
either with open-  
end wrenches or  
sockets.



The Best-Equipped Shop  
Gets the Business!

"It Pays to Van Normanize"

THE SATURDAY EVENING

# DOCT

Tomorrow's battery is here **TODAY**—  
**it's the GREAT NEW EXIDE!**

A NEW HIGH IN STARTING POWER  
LONGER LIFE THAN EVER BEFORE  
MORE BATTERY FOR YOUR MONEY

Outstanding improvements! Amazing performance! This is the result of ceaseless development by the largest research-engineering staff in the battery industry, plus 62 years of battery-making experience.

Ask your service station about the new Exide. And remember—you can depend on the Exide Dealer for good products, good service.

THE ELECTRIC STORAGE BATTERY COMPANY  
Philadelphia 32

Exide Batteries of Canada, Limited, Toronto  
"Exide" Reg. Trademark U. S. Pat. Off.



WHEN IT'S AN EXIDE YOU START

## Exide has EVERYTHING



# Exide has EVERYTHING

The new Exide has more—*much more*—of what it takes to make quick, easy sales. For instance: more starting capacity... longer service life... a container with much greater acid resistance... a new harder sealing compound of greater strength with a higher melting point... 7 times greater resistance to vibration.

Yes, EXIDE HAS *EVERYTHING* you need to build a profitable bat-

tery business—a complete line of new, advanced batteries... latest time-saving service tools and equipment... a thorough training program for your sales-service personnel... powerful national advertising that keeps repeating, "*Depend on the Exide Dealer for Good Products, Good Service.*"

**Ask the Exide Distributor's Salesman  
about the great new Exide Batteries**

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 32  
*Exide Batteries of Canada, Limited, Toronto*

"Exide" Reg. trade-mark U.S. Pat. Off.

49,636,133 readers of The Saturday Evening Post, Time and 14 other national magazines now know about the GREAT NEW EXIDE BATTERIES.

# Let's Talk

## ABOUT *Quality*

### & ITS RELATION TO YOUR SALES

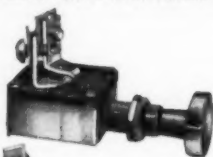


## COLE-HERSEE makes the finest switches you can sell!

Cole-Hersee replacement switches meet the specific requirements of leading manufacturers and are constructed to SAE standards. They are original equipment. Guaranteed for Quality and Ruggedness. Engineered for Performance and Dependability, the name Cole-Hersee is your assurance of top quality. Sell with Confidence—Sell Cole-Hersee. Remember, customer satisfaction means continuous sales.



No. 9044 Push  
Button Dust-  
proofed Starter  
Switch



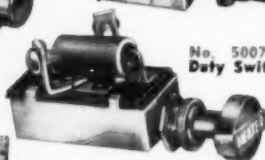
No. 5007 Heavy  
Duty Switch



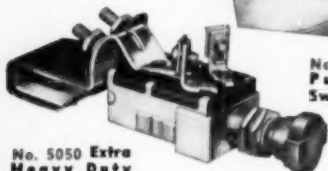
No. 1180 Trailer Con-  
nector Box and Grip-  
tite Cable Protector



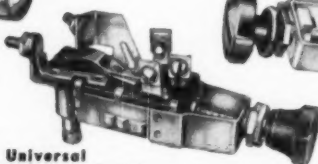
No. 5027 Extra Heavy Duty  
Switch



No. 6896 Push-  
Pull Heater  
Switch



No. 5050 Extra  
Heavy Duty  
Switch with  
Circuit Breaker



No. 7123 Universal  
Heavy Duty Headlamp Switch



No. 6887 Push-Pull  
12 volt Heater  
Switch

## COLE-HERSEE CO.

75 Old Colony Ave., Boston 27, Mass.

Headlamp Switches  
Panel Switches  
Plugs & Sockets  
Door Switches

Starter Switches  
Trailer Connectors  
Push-Pull Switches  
Pilot Lights

Heater Switches  
Toggle Switches  
Footlight Switches  
Door Switches

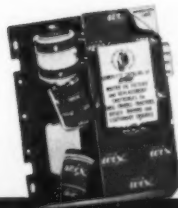


*yes...*

## ENGINEERED FILTRATION AND ENGINEERED SELLING ADD UP TO MORE PROFITS FOR YOU!

"Remind them . . . show them . . . convince them . . . and they're sold!" With WIX Engineered Filtration and Engineered Selling on your side you don't miss out on those extra profits in Oil Filter Service. WIX puts a **BETTER PRODUCT** in your hands . . . gives you the Sales Tools that **MAKE CUSTOMERS BUY** and simplifies the whole operation so that **PROFITS ARE QUICKER . . . BIGGER . . . and MORE FREQUENT.**

There's a WIX Replacement Cartridge for every car, bus, truck, tractor or stationary engine . . . the most complete Line in the industry. **AND—only WIX offers the patented WIX Dirtector and WIX Cabinet Merchandiser.** Ask your Jobber about WIX Engineered Filtration today.



Write for this catalog — 32 pages of up-to-the-minute Filter sales and profit information compiled for YOU!



# wix

TRADE MARK REG.

## OIL FILTERS • FILTEREFILS

WIX ACCESSORIES CORP'N • GASTONIA • N.C.

CANADIAN FACTORY: WIX ACCESSORIES CORP. LTD., 11 Wabash Ave., Toronto 3, Ont.

## Soon Be Time to "Gun" for Thaw-Out Business

*do the job quicker, better  
and make more money with*

### **U. S. ELECTRIC HEAT GUNS**

A QUALITY, compact, portable heat blowing unit generating up to 450°. For thawing frozen grease in transmission and differentials, thawing out radiators, water pumps, hose connections, drying spark plugs, ignition systems, distributor heads and for heat blowing operations.



*Used Successfully  
By Fire And  
City Engineering  
Departments*



**Contact Your Distributor  
U. S. Electrical Tools  
Are Carried In Stock**

.....



**MODEL H-G**

Complete with attachments illustrated;  
for trucks and passenger cars and other  
uses.

**The UNITED STATES ELECTRICAL TOOL Co.**  
CINCINNATI, OHIO



**REPAIRMEN HAVE MADE MOOG X-PLUS . . .**



# *America's Fastest Growing Ring Line*

"After having used over a thousand sets of  
Moog Rings, without having one single  
"come back" due to the rings, I have  
nothing but the highest praise and recom-  
mendation for this fine product."

ILLINOIS GARAGE MAN

Letters from satisfied  
customers on file in our  
office for inspection.

**MOOG FULL POWER** *Performance*  
*Eliminates Costly Comebacks*  
*— Nuf sed*

**MOOG PISTON RING CO., St. Louis 14, Mo.**  
Division MOOG INDUSTRIES, INC.



1950 M.I.I.

**A LITTLE SOMETHING EXTRA**

**AC SPARK PLUGS**

**PATENTED CORALOX INSULATOR**

**CASH IN THIS MONTH WITH AC SPARK PLUGS**

A solid month of national advertising in six national magazines and seven farm publications will spread *your special window poster* (shown above) across every city, town, and farming area in the country.

Of course, you want to get your share of the extra business to be had. See your jobber—now.

This is the biggest thing in sales promotion AC has ever done. And it comes right at the peak of the fall tune-up season.

**Ads Reach 67,000,000 Readers this Month!**

# THESE

# AC

QUALITY  
PRODUCTS

# SHARE THE SPOTLIGHT



## AC Oil Filters and Elements "Dirt-Proof" Engine Oil

AC's big "Dirt-Proof" campaign is now in its second year, building a tremendous Replacement Element business for AC dealers. There's an AC Filter for nearly every engine—an AC Element for almost every make of oil filter. Cash in on this volume market.



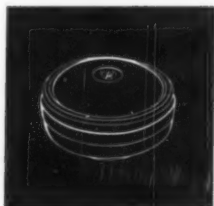
## AC Fuel Pump—"Heart of the Fuel System"

AC has dominated this field for 23 years. 40,000,000 AC Fuel Pumps in daily use—20,000,000 need replacing annually. A stock of a dozen pumps will start you in the pump business. See your AC wholesaler for details.



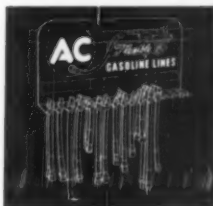
## AC Speedometer Cable-Casing Assemblies

AC excels in quality because of AC's patented machines and processes. Original equipment on half the cars on the road. Tailor-made assemblies packaged for replacement. Bulk cable and casing, with parts, also available.



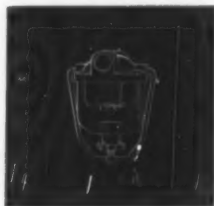
## AC Air Cleaners and Elements

AC is the big name in Air Cleaners, too, backed by tremendous original equipment volume. Heavy duty cleaners for cars, tractors and trucks. Low-cost renewal elements available.



## AC Flexible Gasoline and Oil Lines

Readily sold when servicing Fuel Pumps and Oil Filters. AC's finest quality. Assortment available with attractive Wall Merchandiser (illustrated), which holds and identifies fast moving lines. Make-up Kit, with hose and fittings, also available.



## AC Gasoline Strainers

Should be installed on every car, to protect carburetor against dirt and water. The filtering element is fibre disc, impregnated with Bakelite—definite and controlled porosity. Attractively packaged, with necessary fittings for installation.



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

*At Your Fingertips!*  
**THE COMPLETE NEW BRITAIN  
 HAND TOOL LINE**

**NEED A TOOL?**  
*Phone Your  
 Jobber!*



From Adjustable Wrenches to Zerk Fitting Tools . . . from Sockets to Stud Extractors — any and every NEW BRITAIN TOOL you'll ever need is no further away than a phone call to your NAPA Jobber! You can depend upon him for a good, diversified stock and immediate delivery. And, you can depend upon famous NEW BRITAIN quality for Tools to tackle your toughest jobs. So don't wait when you need Tools! Order NEW BRITAIN by PHONE — the *right* Tools are *right there* — at your fingertips. The New Britain Machine Co., New Britain, Conn.

# New Britain

**GREATER STRENGTH • BETTER FIT HAND TOOLS**





# TO CASH IN . . . GET IN BIG 1950 FALL AUTO



**THIS G-E ADVERTISING  
CAMPAIGN PRE-SELLS  
CUSTOMERS ON  
GENERAL ELECTRIC!**



Ad campaign includes 2-page spread, full page and half page ads in leading national magazines.



## JUST TWO EASY THINGS TO DO!

- 1** Check all lights on every car left for changeover
- 2** Mark all burnouts on handy, snap-on memo card

Remember, when you check up on lights, you ring up extra sales . . . CHECK UP 'N RING UP!

# ON GENERAL ELECTRIC'S LAMP PROMOTION!

*THESE G-E SALES AIDS  
MAKE IT EASIER FOR  
YOU TO CHECK AND  
SELL CAR LIGHTS!*



New lampholder.



Aiming Screen and Sign.  
Screen—\$2.50 (other sales aids free.)



Big, action getting posters for inside or out.



New Lamp Guide lists right G-E lamps for every socket.



Handy Memo Card. Has space to check burnouts—snaps on to steering wheel.

"All-glass" headlamps give **MOST LIGHT WHEN NEW**  
... **MOST LIGHT THROUGHOUT LIFE**

**GENERAL  ELECTRIC**

# DESOTO The car that lets you drive without shifting!

DeSoto Tip-Toe Hydraulic Shift  
with Fluid Drive is still another  
reason why DeSoto owners say,  
“Regardless of price . . . best car  
I ever owned!”



De Soto-Plymouth Dealers Present "IT PAYS TO BE IGNORANT" Starring Tom Howard.  
Every Wednesday night over all CBS Stations

DE SOTO DIVISION — CHRYSLER CORPORATION



# BRAND NEW SALES-MAKER to boost South Wind Sales!



It's time right now to start "putting the heat" on car heater sales! And this colorful, powerful merchandise display unit is just what you need to do it!

It is typical of the sales helps South Wind supplies—the most complete and effective in the business . . . including newspaper mats, radio announcements, direct mail folders—*everything* you need to help you sell, sell, sell!

## Metal Counter Display...

30" x 30" x 11" — can be used to display both the South Wind "Fresh-Aire" and South Wind Standard models, or two of the same model. Shows all the accessories, prices, dispenses information folders. **MAKES A SALESMAN OF THIS BEAUTIFUL MERCHANDISE ITSELF!** Ask your jobber for the special offer on this display.

### America's Best Known Car Heater!

South Wind is the best-advertised, best-known name in car heaters. This is the result of year-after-year advertising in America's top magazines—*Life*, *Post*, *Collier's*, *Country Gentlemen*!

### America's Most Wanted Car Heater!

A recent car owner survey by United Business Research shows South Wind doing 56% of all replacement car heater business—and 8% of all original equipment business!

### South Wind Is Fair-Traded—

to insure you full profit on every sale. See your jobber at once—and make sure you have enough South Wind heaters and sales helps to start making money for you—fast!



Also adaptable for use as a floor unit!

Can be used as a space-saving wall unit too!



**Special!**

New South Wind Trade-In Plan to speed up your sales! Get details from your jobber at once.



## South Wind

Car Heater Division  
Stewart-Warner Corporation  
Chicago, Illinois



*A Natural...*

## for low-cost power lubrication

# NEW ALEMITE "7-11" CHASSIS LUBRICATOR

**with sealed-in air motor  
that is unconditionally guaranteed  
for over two years**

• Completely new inside and out! This rugged Alemite Chassis Lubricator brings you dependable, accurate POWER lubrication at the lowest possible cost. Really pays its way by turning out better lube jobs, faster, at more profit to you.

Compact, fully portable, this space-saving Alemite unit packs a pressure punch at its control valve that will lubricate even the tightest bearings. Delivers 14½ ounces per minute at room temperature. Pumps direct from 25, 35 or 50 lb. pails for clean, quick "mess-free" delivery with any of the three. Has exclusive design and construction features ordinarily found only on higher priced models.

Save valuable working space! Save money on overhead costs! Put this Alemite "7-11" Chassis Lubricator to work for you right away. Contact your nearest Alemite jobber - today!



*Nothing  
Like it!*

**in Low-Cost Lubrication**

**the only 25-35-50 lb. pump with  
sealed-in air motor  
that is**

*Unconditionally  
Guaranteed  
for over two years*

- No Oiling Necessary
- Toggle Action Assures Positive Tripping of Air Valve
- Moves Valve Instantaneously
- No Lining of Exhaust Ports
- Impossible to Stall
- No Bleeding Necessary

Only Alemite dares to make this sensational guarantee! Should this factory-sealed power unit fail to operate as specified, Alemite will replace it FREE as long as 27 months after date of purchase.



**ALEMITE**  
Pacemaker in  
Lubrication Progress

# *Speed in Performance-*



## **9" HIGH SPEED HEAVY DUTY SANDER**

Permanently lubricated. Handles all 9"-7"-5" Abrasives. Patented spindle lock for changing discs. Comes complete—ready to go to work. No load speed 5000 R.P.M.—115 Volt, 11 Amperes. Ball-Bearing equipped. No. 1250.

**Savings in costs —  
Ease of handling —  
Long and continuous  
service is the story of**

# **SIOUX**

## **QUALITY TOOLS**

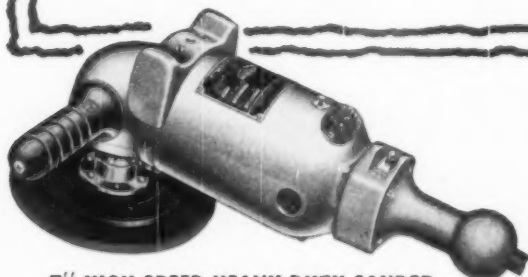
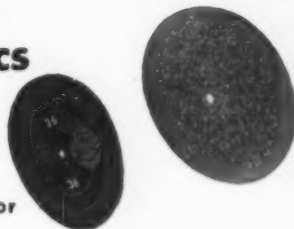
## **SIOUX "RESIN BOND" Abrasive Discs**

### **A Type for Every Purpose**

**INDUSTRIAL** — for heavy duty work

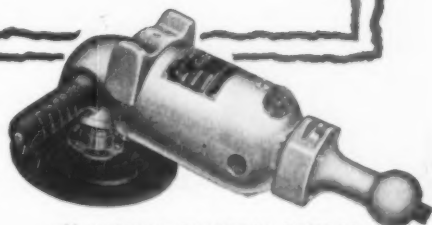
**REGULAR** — for body work on light gauge Metal

**OPEN COAT** — for paint removal—fenders, door panels, woodworking. Non-loading, Non-clogging



## **7" HIGH SPEED HEAVY DUTY SANDER**

Handles all 7" and 5" Abrasives. Comes complete ready for use. No load speed 4250 R.P.M.—115 Volt, 9 Amperes. Ball-Bearing equipped. No. 1267.



## **7" SPECIAL ELECTRIC SANDER**

Handles all 7" and 5" Abrasives. Complete for immediate use. No load speed 3500 R.P.M.—115 Volt, 5 Amperes. Also available in 32 Volt. No. 1265.

Sold only through authorized SIOUX Distributors

**STANDARD THE  
ALBERTSON & CO., INC.**



**WORLD OVER  
SIOUX CITY, IOWA, U.S.A.**

*Everything  
You need*

**TO MAKE BONDING PAY OFF!**

**SAFTIBOND  
SEGMENTS**

**SAFTIBOND  
POWER-BONDER**

**GRIZZLY** BRINGS YOU THE  
EQUIPMENT, THE PROCESS, THE MATERIALS, THE KNOW-HOW

Bear in Mind  ... ask for

**GRIZZLY**  
REG. U.S. PAT. OFF.  
**BRAKE LINING**

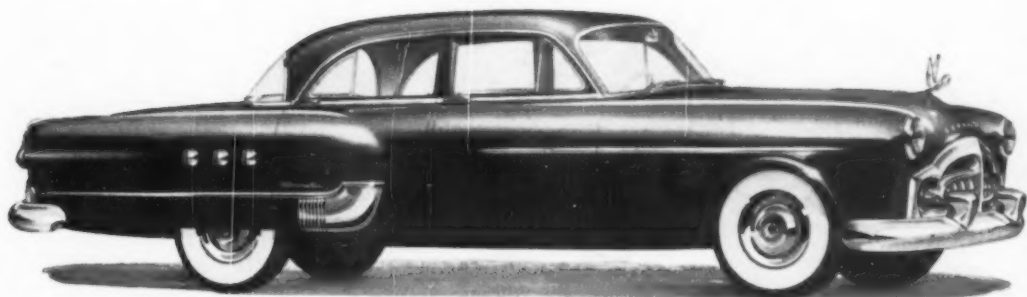
Watch Grizzly Advertising in the  
Saturday Evening Post and Collier's!

#### TO BOND LININGS SUCCESSFULLY!

Make Grizzly your bonding headquarters! Profit from the wealth of experience Grizzly has gained as originator of ready-to-bond linings and the industry pioneer in bonding methods, materials and equipment. Illustrated here, for instance, is Grizzly's "Saftibond" Power Bonder which produces a quick, fast, sound bond. Positive, controlled air pressure maintains the bonding force with *absolutely no shoe distortion*; an automatic thermostat keeps temperatures at proper levels. (Uses natural or bottled gas for economy.) Even an unskilled worker can bond 40 shoes, 5 sets, per hour. Ask your Grizzly Distributor for full details today!

*Grizzly Manufacturing Company, Paulding, Ohio.*

# NEW, ALL-NEW Packard — the one for '51!



155-HP PACKARD PATRICIAN '400'  
America's most advanced, most luxurious motor car!



150 HP PACKARD '300'  
In style and spirit, the new Boss of the Road!



138-HP PACKARD '200'  
Greatest value car in Packard history!

Three brand-new series . . .  
nine exciting  
new models!

All with . . .  
daring new  
low-to-the-road styling!  
Stunning new, roomier,  
Fashion Forum interiors!  
New restful riding comfort!  
Spectacular new performance-  
with-economy!  
New everything!

... with a DEALER FRANCHISE  
as advanced as the car itself!

You owe it to yourself to get the full story—today!  
Just pick up the phone and ask for Karl M. Greiner,  
General Sales Manager, Packard Motor Car Company,  
Detroit. (Phone: WALnut 1-5600.)

ASK THE MAN WHO OWNS ONE





with **Fel-Pro** Head Gaskets...

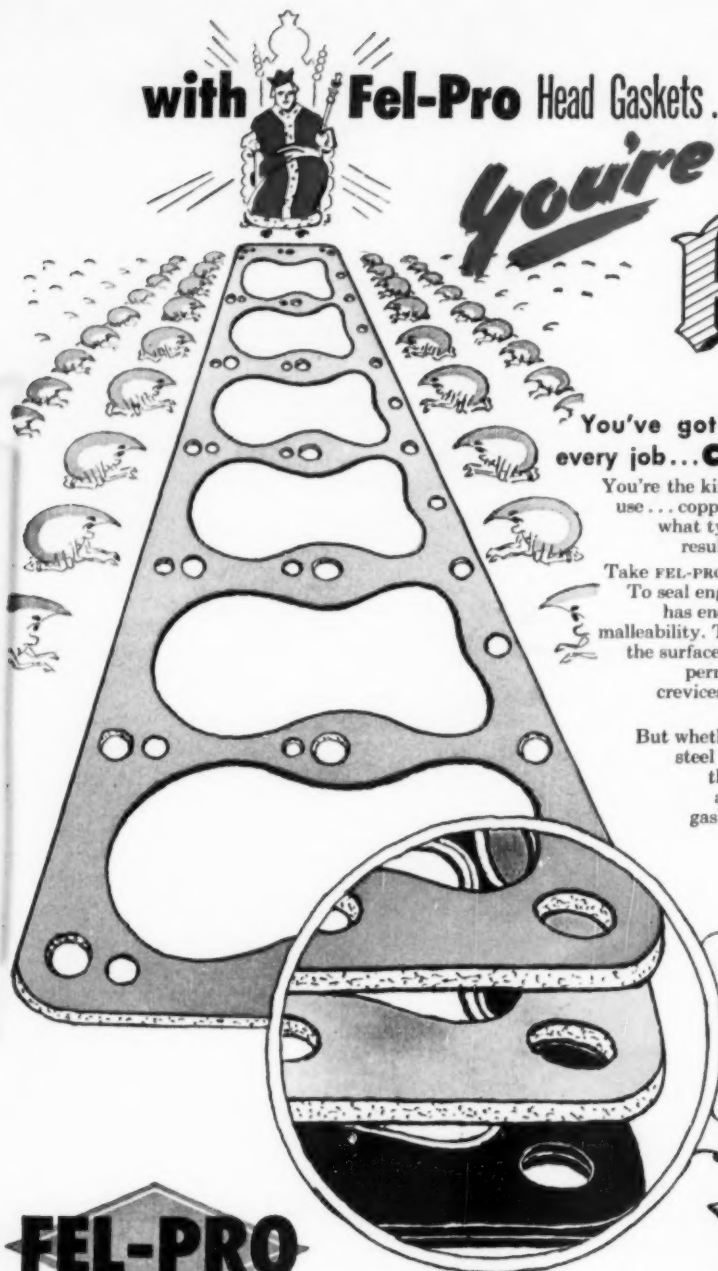
*You're the*  
**king**

You've got the right gasket for every job... **COPPER, STEEL** or **BLACK**

You're the king as to what type of gasket to use... copper, steel or black... No matter what type of gasket is needed for best results, you've got it with **FEL-PRO**.

Take **FEL-PRO** Copper Gaskets, for example. To seal engines, copper is unique. Nature has endowed copper with exceptional malleability. Thus, when compressed against the surfaces of head and block, it literally permeates itself right into the pits, crevices and literally into the metallic pores of the cast iron itself.

But whether it's head gaskets of copper, steel or black, **FEL-PRO** always adds the precision of dies, machinery and know-how. The results are gaskets famous for fit and famous for uniformity of quality.



We've got to bow to this COMBINATION



**FEL-PRO**

Famous For **Fit**

**FELT PRODUCTS MFG. CO.**

1548 CARROLL AVENUE, CHICAGO 7, ILLINOIS

FAST SERVICE ASSURED by Warehouses Near You... ATLANTA • BOSTON • NEW YORK • LOS ANGELES • OAKLAND • PORTLAND

## Put '50 Pep in a '41

Customers expect miracles. They'll bring in a tired, old car and expect you to give it the snap of a brand-new motor. You can do it with a set of light, strong pistons of genuine ALCOA LO-EX!

You'll give 'em full compression with a close piston fit at all running temperatures, thanks to the low-expansion alloy and modern piston design. Result . . . "new-car" gas and oil economy. ALCOA LO-EX conducts heat fast, keeps engines cool.

It's results like these that make your shop Piston Headquarters in your community, when you standardize on replacement pistons trade-marked ALCOA LO-EX—cast by Alcoa, finished by leading piston makers. ALUMINUM COMPANY OF AMERICA, 1853J Gulf Bldg., Pittsburgh 19, Pa.

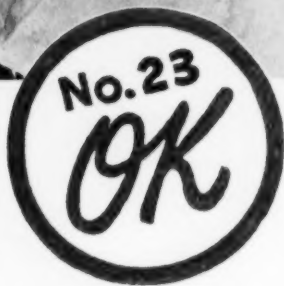
With Pistons of

# ALCOA LO-EX

**FULL COMPRESSION!**  
**NO HOT SPOTS!**  
**EASY ON GAS AND OIL!**



## Aluminum Pistons of **ALCOA LO-EX**



## ONE OF *142 Quality Checks*

Good quality safety glass depends upon good quality plastic. That's why we make eighteen separate checks of the ingredients that go into the plastic—then make 43 additional checks of the plastic sheet before it goes to the assembly room. In our check No. 23, for example, each batch of plasticizer is chemically analyzed before being used.

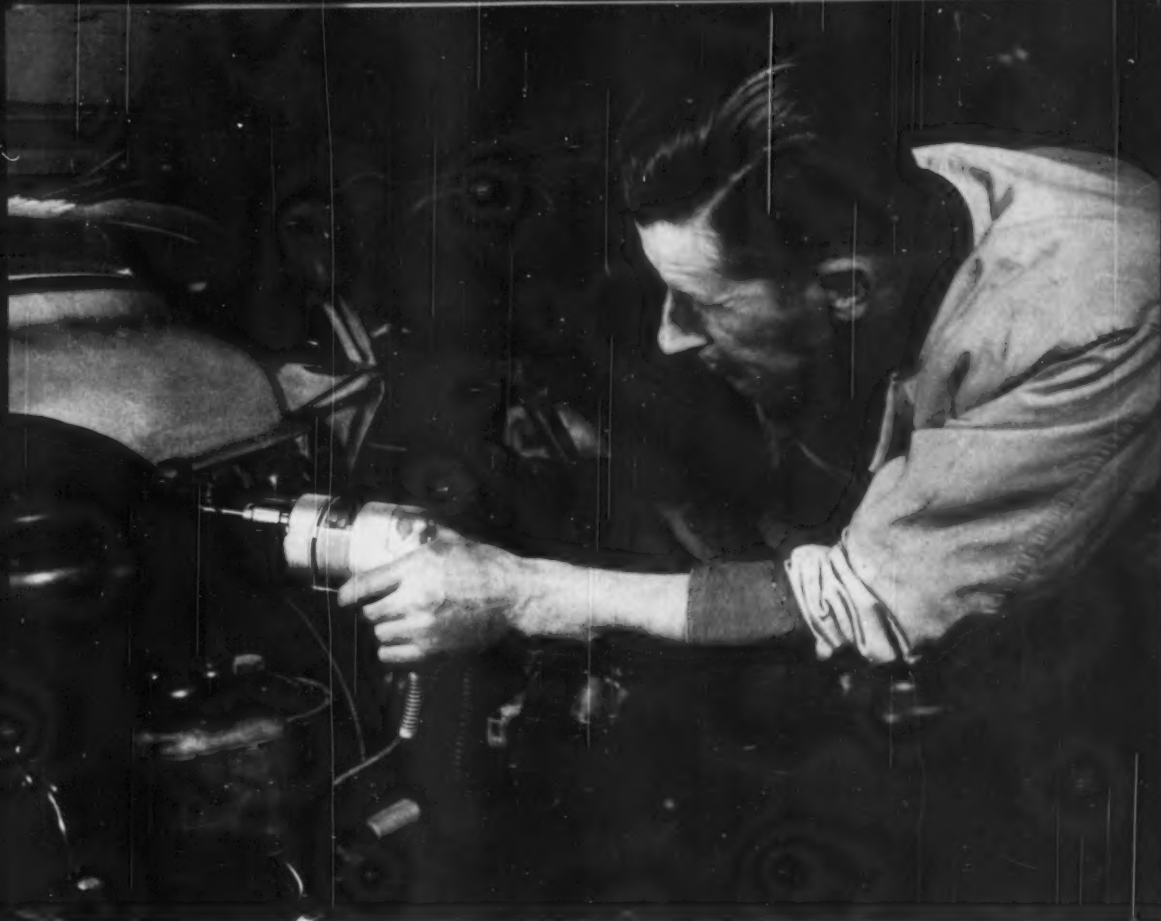
But this is only one of 142 Quality Checks and Controls. All of them are equally important to your car owner customers—because they assure:

1. Better heat stability
2. Better light stability
3. Better strength for safety
4. Better adhesion, glass to plastic

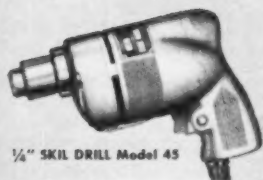
That's why L-O-F Hi-Test is the best Safety Plate Glass you can get—anywhere. Libbey-Owens-Ford Glass Company, 1095 Nicholas Building, Toledo 3, Ohio.

NO FINER GLASS THAN  
LIBBEY-OWENS-FORD





## SKIL Drill's power in a small package solves problems under the hood!



1/4" SKIL DRILL Model 45

**IT'S EASIER TO GET TO THE WORK WITH COMPACT, LIGHTWEIGHT SKIL DRILLS!**

Puts a world of power in the palm of your hand. Weighs 2½ lbs. 6¼" long. Smooth design, perfect balance. Available in wide speed range.

Short-coupled, space-saving SKIL Drills leave you more room for working in cramped engine compartments. Whether you're installing accessories, drilling out broken studs, cleaning valve guides or doing other tight-space jobs, it's easy to get SKIL Drill to the work. And SKIL Drills don't sacrifice power to achieve compactness. Their aluminum die-cast housings leave room for extra-big motors without increasing weight or size.

Try SKIL Drills on any installation or repair job. Ask your distributor for an in-the-shop demonstration. You'll see why it pays to standardize on SKIL Drills.

SKIL products are made only by  
**SKILSAW, INC.**

5033 Elston Ave., Chicago 30  
Factory Branches in Principal Cities

In Canada: SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.

**SKIL**  
PORTABLE TOOLS

**"WINTERIZE  
NOW**

*Check Spark Plugs, too"*

**"TUNE-UP  
NOW**

*Check Spark Plugs, too"*

**"I'm telling 50  
over**

**"CHANGE-  
OVER  
NOW**

*Check Spark Plugs, too"*

**"TUNE-UP  
NOW**

*Check Spark Plugs, too"*

**"TEST BATTERY  
NOW**

*Check Spark Plugs, too"*



Auto-Lite Spark Plugs—Patented U.S.A.

**Another FIRST only**

**AUTO**



# Million car owners *and over and over again..*

See your Auto-Lite Spark Plug Dealer now! ... Get your car ready for Winter... protect your radiator... change your oil and grease... check spark plugs, too! "

**on RADIO...**

**on TV...**

"Suspense!" aired over 172 CBS network stations blankets car, truck and tractor owners in your neighborhood—tells 'em to look for your Auto-Lite Spark Plug Sign... Winterize, Tune-Up, Change-over... and check spark plugs, too. Better motoring for them! Bigger profits for you!

Sensational television "Suspense!" show in 19 major cities tells owners, "Get ready for winter... look for your dealer with the Auto-Lite Spark Plug Sign for anti-freeze, oil, grease, batteries and other services... check spark plugs, too." Boosts everything you sell... makes you more profit!

Plus consistent and powerful magazine, newspaper and farm publication advertising featuring Auto-Lite Spark Plugs.

## FREE PROMOTION MATERIAL... Famous Wrapper Plan brings New Premiums



Display Ties-In with YOUR Program!

This display kit is a new idea because it is all built to tie-in with your major line promotion. Window posters, newspaper mats, radio spot announcements, direct mail pieces, colorful folders. And a new Wrapper Plan lets spark plug sales bring you new and valuable premiums: Books, Sporting Goods, Household Articles, Win premiums! Build business! Add profits! Get full details from your local Auto-Lite Spark Plug Jobber now, or write to

THE ELECTRIC AUTO-LITE COMPANY

Toledo 1, Ohio

Merchandising Division

Toronto, Ontario



*Sign up...and  
get this **SIGN UP***



# LITE

*could give you!*

\* *The Best Advertised Name in the Automotive After-Market!*

# *Federated Mutual*

is a favorite among **SOUTHERN GARAGEMEN**



DIXIE MOTOR COMPANY OF UNION CITY, TENN.  
Insures With FEDERATED MUTUAL!

## **BECAUSE...**

- 1 Federated Has an Unexcelled Reputation For Prompt, Courteous Settlement!
- 2 Federated Returns Regular and Generous Dividends!
- 3 Federated Offers Complete Fire, Casualty, Group Health and Accident Coverage — All in ONE Company!

The Federated man is a specialist in providing Southern Garagemen with the PROPER coverage on FIRE, CASUALTY, AND GROUP INSURANCE. He is highly trained in your needs and in today's special insurance needs of the automotive trade. His friendly skilled service can save you money — strengthen your protection.

Write for the name of your nearest Federated representative!

*Federated Mutual*

IMPLEMENT and HARDWARE  
INSURANCE COMPANY



1600 HEALEY BLDG. ATLANTA, GEORGIA

**A PIONEER in Serving the South with COMPLETE COVERAGE**

# KOPPERS K-SPUN

*gives you*

## NEW LIFE

### IN 2 WAYS!



#### NEW LIFE FOR YOUR RERING JOBS!



Better jobs, fewer comebacks, more satisfied customers, bigger profits—because Koppers K-Spun Piston Rings are twice as strong as ordinary rings; have 50% more spring, four times greater resistance to combustion shock; are guaranteed against breakage for the life of the engine—due to unique centrifugal casting method!

#### NEW LIFE FOR ALL YOUR SALES!



Koppers great 1950 Advertising and Merchandising program—because it sells motorists on you as the Mr. Big of automotive service, boosts your know-how, your reputation for fine, economical service—with powerful advertising in The Saturday Evening Post, Time and Newsweek, colorful consumer booklets, eye-catching engine overhaul chart and specification wall hanger, attention-getting mechanics' caps, hard-selling newspaper ads!

#### SO, FOR GREATER CONSUMER RECOGNITION,

more business and profits, order Koppers K-Spun Rings from your Koppers American Hammered Jobber today! Engineered sets for all makes of cars and trucks.

There is profit, too, in piston resizing. Your Koppers Jobber has exclusive, patented KOETHERIZING which expands a set of pistons in less than five minutes, with permanent precision, at less than a dollar per piston!

KOPPERS COMPANY, INC., Piston Ring Dept.,  
Baltimore 3, Maryland.



# Brake Fade Eliminated with **WORLD BESTOS RED BLOCK**



Mr. Donald B. Hamill, driver, and Mr. Harold Collier, owner of the "260" Brockway-Traitmobile rig, report top performance with World Bestos RED BLOCK.

Untouched photo of RED BLOCK in the "J" Combination shows no sign of wear after 8 months of continuous mountain service!



## Amazing RED BLOCK in the "J" Combination\* Completely Solves Fade Problem for Large Eastern Fleet

Collier's Truck Service, Uniontown, Pennsylvania, operating heavy duty units in mountainous eastern states, formerly had difficulties with fading brakes and worn-out blocks. Since equipping with World Bestos RED BLOCK Mr. Collier reports, "We haven't had a single case of *brake fade* and are getting twice the *mileage* between relines. It is without a doubt the finest brake block I have ever used."

The sensational new World Bestos RED BLOCK . . . the only heavy duty brake block with a *no-fade guarantee* (Heat or Water) . . . was developed especially for trucks, trailers, and buses in extremely severe service. Assures high friction, long life and reduced heat checking.

Read what Fleet Operators across the country say about its amazing performance:

### MIDWEST:

"Not a single case of brake fade nor any evidence of heat-checked brake drums. RED BLOCK really solves the trucker's biggest brake problem!"

(Signed) V. T. Johnson, Garage Supt.  
Ziffrin Truck Lines, Inc.  
Indianapolis, Indiana

### WEST:

"Our fleet operates over the long steep grades of the Rockies and the Sierras. World Bestos RED BLOCK has eliminated fading and heat-checking problems completely."

(Signed) Ronald Norton, Owner  
Norton Fruit Company  
Provo, Utah

### WEST COAST:

"90% of our operation is over heavy-traffic mountain grades and brake fade is quite a problem. World Bestos RED BLOCK has eliminated fading, reduced drum wear, and increased brake life one-third."

(Signed) Cecil Z. Green, Mtn. Supt.  
Western Milk Transport  
Pacifica, California



**Guaranteed NO FADE**  
(HEAT OR WATER)

**RED BLOCK gives perfect braking efficiency under the most severe operating conditions**



**WORLD BESTOS**  
NEW CASTLE, INDIANA

• If your jobber cannot supply you write directly to World Bestos for complete information.

# Motorola

auto radios  
have all the features  
customers want...

*and are priced for volume sales!*



MODEL 700... Inexpensive speaker, low, value-wise price.



Motorola car radios give pin-sharp selectivity that gets stations at their clearest, strongest peak. New designs match the panels of most cars.



Tuned RF Stage separates stations, and gets the distant ones without local interference. Yet Motorolas use very little battery power!



Compact units all... with Alnico V Dynamic speakers for rich, powerful tone quality. Automatic controls keep volume constant under vibrations. These and plenty more sales features are yours with Motorolas.

MODEL 700... Single hub mount for easy installation. Budget priced.



MODEL 700... "Golden Voice" The Best of All car radios!

MODEL 700... Two compact units. Electronic Push-button tuner.



MODEL 700... Extremely compact. Head and speaker match dash board.

*contact your distributor today!*

MOTOROLA INC. • 4545 WEST AUGUSTA BOULEVARD • CHICAGO 37, ILLINOIS





# WINNING COMBINATIONS

**YOU  
and  
UNITED MOTORS  
LINES**

Know the facts . . . and you'll know that you and United Motors lines can be a *winning combination*. United Motors lines are original equipment on the nation's leading makes of cars, trucks and buses. As a United Motors dealer, you get sound merchandising support and accurate service and parts data on old-model as well as current-model vehicles . . . so you can handle your business most profitably. Make sure that you have this *winning combination*! Talk to your local United Motors distributor, or write directly to us.

## UNITED MOTORS SERVICE

Division of General Motors Corporation  
General Motors Building, Detroit 2, Michigan

DELCO Batteries  
AC Gauges, Speedometers  
and Rebuilt Fuel Pumps  
SAGINAW Jacks  
MORaine Engine Bearings  
DELCO Radio Parts  
HYATT Roller Bearings

INLITE Brake Lining  
HARRISON Heaters  
GUIDE Lamps  
DELCO Clocks  
NEW DEPARTURE  
Ball Bearings  
DELCO Shock Absorbers  
MORaine Gasoline Filters

HARRISON Thermostats  
DELCO-REMY Starting,  
Lighting and Ignition  
KLAXON Horns  
HARRISON Radiators  
ROCHESTER Carburetors  
DELCO Hydraulic Brakes



**It does so much!**  
**It costs so little!**

***you can't afford to be without***

***Porto-Power***



**Only Porto-Power offers this vital interchangeability of rams**



*In 30 Seconds . . . you can disconnect a "Porto-Power" hy-*

*draulic ram from the pressure hose and connect up to any one of several other "Porto-Power" rams.*

☛ You don't need tools to do it . . . only a finger twirl on the exclusive "Spee-D-Coupler." Just think of the saving in not having to buy a separate pump and hose for each ram! And think of the extra profits you collect by having a whole *team* of rams!

All this is why it's so extremely important to make Blackhawk "Porto-Power" your choice.

SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950



**Couple your hose to this 10-TON RAM**

*Here's the most widely-used ram ever designed. Bank on it for all general work.*



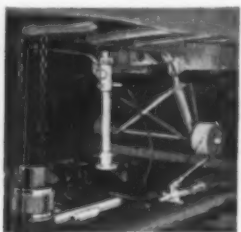
**OR...connect to the 7-TON RAM**

*You can switch in a flash to this "shorty" for power in the tight spots.*



**OR...connect to the WEDGIE**

*Use this on spread and dolly jobs where clearance is a minimum.*



**OR...connect to the 20-TON RAM**

*When whopper trucks and extra-heavy jobs come along—this is your ace!*



**OR...connect to the SPRED-RAM**

*Here's a new one! It spreads crushed fenders and prys bodies away from frames.*



**OR...connect to the MIDGET RAM**

*Reach for this to get 4 tons of power inside a box frame or thumb-size area.*



**Choose your attachments from this new display**

Your Blackhawk Jobber will have this handy exhibit near his counter—to help you bring your "Porto-Power" up to full profit power.

"Porto-Power" is the exclusive (trade name registered) product of Blackhawk Mfg. Co., Dept. P490, Milwaukee 1, Wis.

**BLACKHAWK**  
"RECK-RACK" • HYDRAULIC JACKS • WRENCHES

# POWER BRAKING IS A NATURAL FOR ANY GOOD SERVICE SHOP...



*Make the Most of it!*



Sell and Service

## Bendix

### VACUUM POWER EQUIPMENT

Featuring HYDROVAC—the World's  
Most Widely Used Power Brake!

#### ONLY THE Bendix Franchise

##### Gives You All These Advantages

You sell the Bendix Hydrovac, world's most famous and widely used power brake.

A complete line of vacuum power brakes and other vacuum controlled equipment.

Compact Bendix Repair and Installation Kits simplify stocking and service work—give you just what you need for every job.

Under the Bendix Unit Exchange Plan you can build a profitable business repairing vacuum power units in your own shop.

Bendix simplified service instructions and training aids make it easy for your mechanics to learn vacuum power repair procedures.

You are backed by the greatest name in braking.

No matter what type of automotive servicing you are now doing in your shop, you can add profitable power brake work smoothly and easily under the Bendix Vacuum Power Sales and Service Plan. Every part of this program is designed to help you take advantage of the fastest growing market in the service field. Add to this the great reputation of the Bendix\* Hydrovac\* and you'll agree—the Bendix Vacuum Power Brake franchise means good business for any good service shop.

\*REG. U.S. PAT. OFF.



**Bendix**  
PRODUCTS DIVISION  
**SOUTH BEND**  
INDIANA

These Bendix signs stand for good business and good business relations between factory, dealer and customer.



Replacement Carburetors—Repair Kits



Original Equipment on most cars

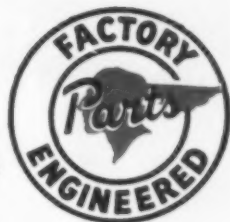


Cold Immersion Parts Cleaner that saves time and money

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

INDEPENDENT REPAIRMEN COUNT ON...

# PONTIAC PARTS



**"My Pontiac Owners  
Expect Me to Use Pontiac  
Factory-Engineered Parts on Their Cars"**



**MICRO-MIKE SAYS:**

**Pontiac Repair Kits**

**"SAVE TIME AND MONEY"**

Everything it takes to do the job from major parts to washers, nuts and bolts—all in a single package! Pontiac Repair Kits are time-savers and money-savers, because there's no time lost in reworking, no need to compromise with substitute emergency parts. And you cut customer complaints to a minimum! Available for scores of different jobs, most kits fit several yearly models.

"Pontiac owners are pretty proud of their cars and they don't want to take chances with parts that might affect performance, dependability or economy.

"As an independent repairman, I capitalize on this owner loyalty and assure my customers of Pontiac-Engineered performance by using only Factory-Engineered parts on every Pontiac repair job. At the same time, Pontiac parts save me time and money.

"And my Pontiac dealer is especially cooperative with speedy service and help on tough jobs. It's a good deal for all of us—the owner, the dealer and me!"

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

KEEP YOUR PONTIAC OWNERS HAPPY WITH

**PONTIAC**

FACTORY  
ENGINEERED

**PARTS**

**WARNING**

Ordinary  
**PASSENGER CAR  
DIRECTIONAL  
SIGNALS**  
now antiquated

THE WING LEVER  
DOES IT! \*

Only

**SIGFLARE**

SIGNALS THE TURNS  
and  
F-L-A-R-E-S ALL 4 LIGHTS  
for

**DISABILITY  
PARKING**

SIGFLARE Pat. Pending



Demonstrator Kit consists of Sigflare Switch and four Signal-Stat Jewels (two red, two white). Complete package contains all necessary wiring for connections to a 6-volt battery.

See your Jobber or write directly.

**Sells Itself  
Right Off The  
Demonstrator**

Amaze your customers by actual demonstration. It flashes and flares when Pilot and Wing Levers are operated.

**SIGFLARE**

is priced  
fantastically low

Units from \$8<sup>50</sup> List  
up

**NOTHING ELSE TO BUY**

(except wire and two No. 1129 bulbs)

**FOR 60% OF CARS**

**IT'S EXCLUSIVE**—Has exclusive Wing Lever to Flare Signals for Disability Parking.

**\*IT'S UNIQUE**—There's nothing on the market like Sigflare.

**IT'S ECONOMICAL**—Uses existing lamps on 80% of current model cars. No replacement of sockets. (For older models, special Socket Converters and Signal-Stat Jewels available)

**IT'S DEPENDABLE**—Positive Built-in Pilot at extreme tip of Lever readily visible, flashes with turn signals and indicates direction of turn.

**It's easy  
to install!**

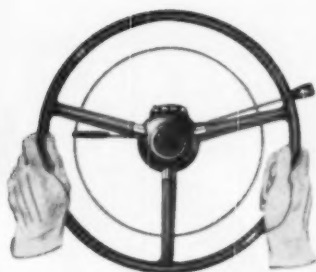
**Signal-Stat** CORPORATION

SIGNAL-STAT BUILDING

523-539 Kent Avenue, Brooklyn 11, N. Y.



FOR

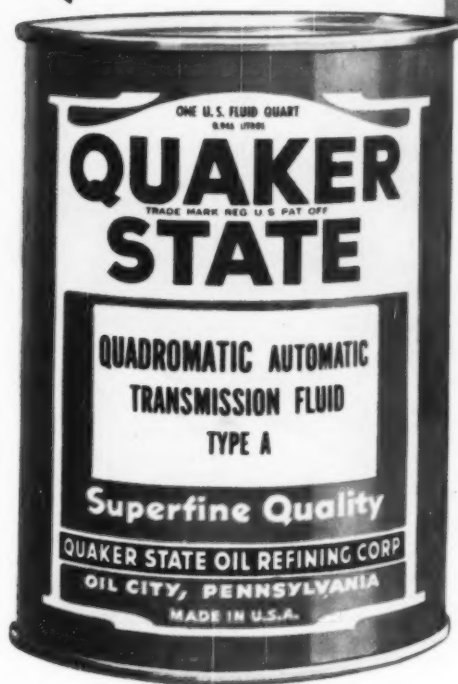


BEST PERFORMANCE

USE

**QUAKER STATE  
QUADROMATIC**

**AUTOMATIC TRANSMISSION FLUID, TYPE A**



SPECIALLY DEVELOPED FOR AUTOMATIC TRANSMISSIONS, AND SPECIFICALLY APPROVED BY GENERAL MOTORS AND OTHER AUTOMOBILE MANUFACTURERS. ARMOUR INSTITUTE QUALIFIED.

*Eight distinct advantages make Quaker State Quadromatic Automatic Transmission Fluid, Type A, outstanding in its field:*

1. Mixes perfectly with oil used for initial factory fill.
2. Maximum stability—won't form harmful sludge or varnish.
3. Minimum change in body with changes in temperature.
4. Low volatility—no disagreeable odors when hot.
5. High resistance to foaming.
6. Gives greatest protection against corrosion.
7. Minimum effect on seals and gaskets.
8. Special "oiliness" properties for clutch and planetary band lubrication.

Use Quaker State Quadromatic Automatic Transmission Fluid, Type A, in automatic transmissions for best performance, hence greatest customer satisfaction.

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.  
SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950

# The Pick of 'em all-



## PERFECT

TRADE MARK

### WHEEL WEIGHTS

The wheel weight  
that lives up  
to its name



● "C" TYPE—

The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "U" TYPE—

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "SPECIAL TYPE—

Made for late model Cadillacs with hub caps covering entire wheel. 6 sizes.



**PERFECT EQUIPMENT CORP.**

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars

# BEFORE YOU BUY A CAR WASHER

See the Latest Model 714

## WAVEWASH

*Automatic Jet*  
**CAR WASHER**  
(PATENTS PENDING)

Just Attach  
to Your  
Water Line!

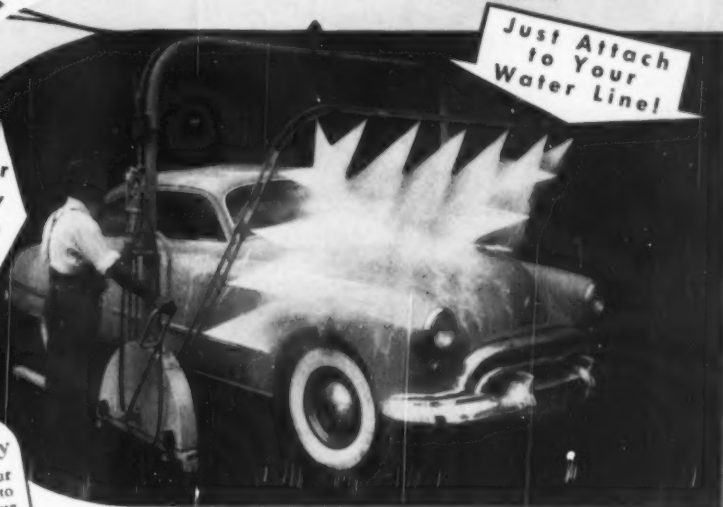
1 Operator  
Can Easily  
Wash 4 to 6  
Cars an Hour!

### Read What Users Say

"We are very pleased with our Wavewash and are now able to wash 60 to 70 cars with the same crew that formerly turned out 25." C. E. S., North Carolina

"Dollarwise, it's the best buy in equipment we ever made." I. R. H., Kentucky

"Our accessory sales have increased two-thirds. We are pumping twice as much gas as we were before putting in the Wavewash. It has brought us the best class of trade." S. F. S., Pennsylvania



No other car washer embodies all the distinctive features of the New Model 714 Wavewash Car Washer! Wavewash reaches *all parts* of the car, including *front and back* — WITH DIRECT SPRAYS. No extra installation costs, no tracks to lay, no tanks or special piping required. Wavewash comes to you *complete*, even to air and water hoses, fountain sponges and pressure gauge. Get into a really PROFITABLE car washing business NOW — with only a SMALL INVESTMENT. Write, Wire or Phone Today for Complete Information!

Sales Representatives Coast to Coast

JOBBERs — a few choice territories still open. Write or wire today.



## PHILLIPS PUMP & TANK CO.

Service Station Equipment for Over 30 Years

1438 State Avenue

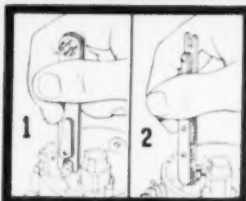
Cincinnati 4, Ohio

# Keep posted on K-D® Tools

THEY MAKE HARD JOBS EASY

## 110 Contact Point WRENCH

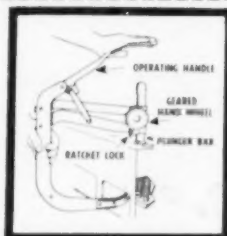
Removes, installs, stationary points an Auto-lite-type distributors.



Gear driven socket holds points securely, permits easy finger-tip starting. Fig. 1: Breaking loose lock nut. 2. Spinning point in, out. 7 gauges for checking clearances .015" to .040".

## 380 Valve Spring COMPRESSOR

Ideal for motors old and new, L- or valve-in-heads. Fast, Safe.



Speedy, one-man operation on L- and valve-in-heads. Great on those hard to get at jobs. K-D 380 is the most popular universal compressor on the market today. Exclusive automatic depth adjustment and quick operating handle make it fast, easy to use. Two sets adjustable jaws.

## 700 Valve Spring LIFTER

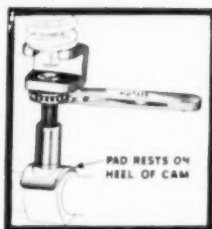
For modern deep-set motors - under - fenders or manifolds. 8" long.



Serves late Ford 6, as well as most other low hung L-heads. Simple, fast. Turning handwheel raises, lowers spring. Automatic locking any height. Shortest lifter on market. Jaws adjustable to 1 3/8" diam. spring. Max. lift 2 3/8". Fast, dependable.

## 339 Valve Spring LIFTER

For Cadillac, La Salle V-8's since 1935. Fast, safe, sturdy.



Removes, replaces valve spring retainers with safety AND without walking from side to side for each valve. All right bank valves removed while standing on left side and vice versa. Ratchet wrench action raises, lowers spring. Automatic locking any height. Great timesaver.

## K-D TOOLS

At Jobbers  
Everywhere



K-D 600 Lifter . . . old favorite for all kinds of L-heads, even industrial. Strong, fast.



505 Vacuum Cup Valve Grinder . . . for hand grinding valves in Ford built motors. Replaceable synthetic rubber cups, 1 1/8" and 1 3/8" diam.

K-D MFG. CO.

LANCASTER, PA.

HAMILTON, ONT

# It's here

the battery that  
normally needs water  
only 3 times a year!



*The new, proved*

## **MOPAR Xtra-full BATTERY**

New Addition to Full MoPar Line of Factory-engineered Batteries for Vehicles Built by Chrysler Corporation

Here, at last, is a new, different kind of battery.

No need to tell you that many batteries fail because of lack of water. But the sensational new MoPar Xtra-full Battery has more than three times the liquid reserve of ordinary batteries . . . needs water only three times a year in normal use.

Think how battery service is reduced. Think how battery life is increased. Think, too, of sales and income advantages you will enjoy by featuring this fast-selling line of MoPar Xtra-full Batteries.



**GOES LONGER WITHOUT A DRINK**  
Fibre-Glass mats make possible a smaller sediment well . . . permit room for a liquid reservoir with over 3 times the capacity of other batteries.

**DELIVERS FULL POWER FAR LONGER**

Sheets of Fibre-Glass insulation hold power-producing material in the plates . . . to deliver full power long after other batteries wear out.



**REDUCES SERVICE TIME AND BOTHER**  
Unlike ordinary batteries which often need water much more frequently, MoPar Xtra-full Batteries normally need such service only 3 times a year.

**Factory  
Engineered**



**Factory  
Inspected**



**Supplied by Chrysler  
Motors Parts Corporation**



You can get  
**MOPAR** parts  
from dealers

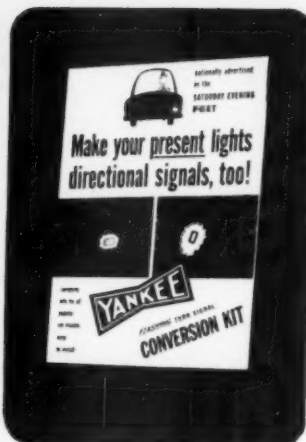
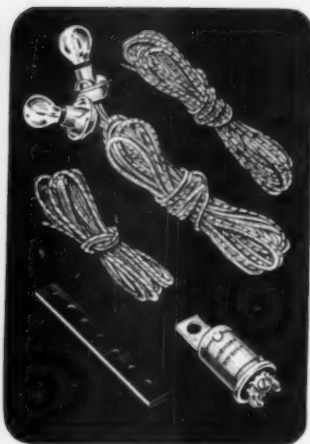
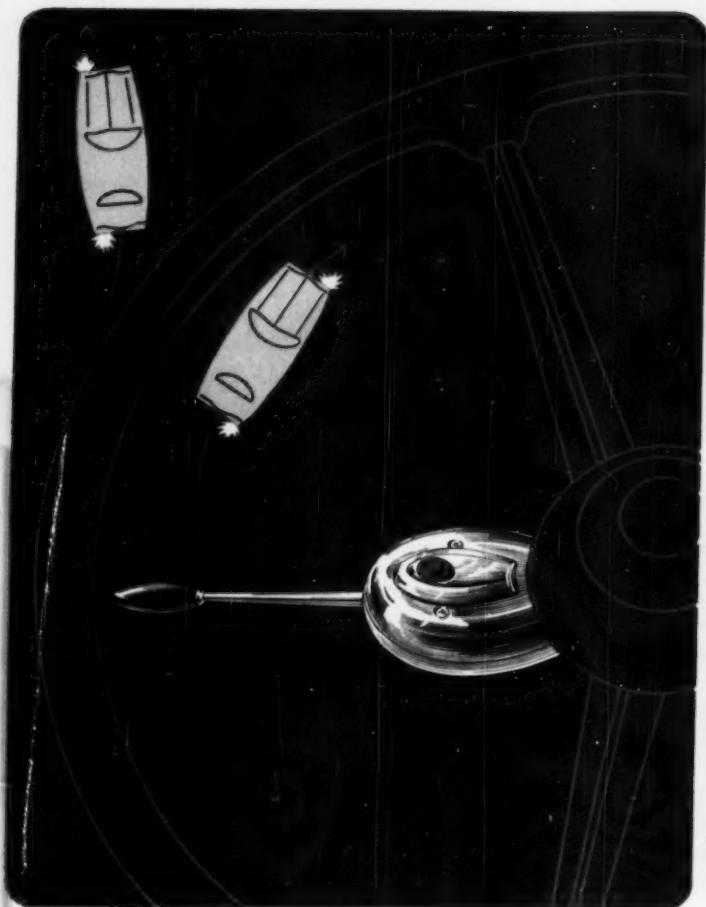
FOR

**PLYMOUTH • DODGE • DE SOTO • CHRYSLER  
CARS • DODGE "Job-Rated" TRUCKS**

**...and from most independent garages**

CHRYSLER MOTORS PARTS CORPORATION • DETROIT 31, MICH.





## THE HOTTEST THING IN TURN SIGNAL CONVERSION KITS!

Now you can offer your customers more, much more, for the money in Turn Signal Conversion Kits:

**USES THE CAR'S PRESENT LAMPS.** Yankee's all-new Conversion Kit turns the front parking lights and rear tail lights into combination flashing turn signals.

**NEW DELUXE SWITCH** has no equal, not even in original equipment. Not a stamped-out affair, but a heavy duty die-cast body—sprayed and baked to a glass-hard gun metal grey finish. Chrome lever springs back into "neutral" at the tap of a finger. Switch guaranteed burn-out proof for the life of the car.

**COMPLETE LINE OF TAILOR-MADE KITS.** Fit all popular cars. Each kit complete with deluxe Yankee switch, approved flasher, double filament bulbs, sockets, wiring harness, terminals, wiring clips, detailed installation instructions.

**ALL THIS FOR \$10.55 LIST, AND NATIONAL ADVERTISING IN THE SATURDAY EVENING POST, TOO.** Plus free displays, streamers, inserts, etc., to make it a real promotion.

Get in on a good thing early. Send for complete promotional kit or phone your jobber today. Yankee Metal Products Corp., Norwalk, Conn.



YOUR COMPLETE ACCESSORY LINE



LOOKING FOR THE  
TOP PERFORMER?

CHOOSE

**PACKARD  
LOW TENSION  
CABLE** *with*  
**"249 compound"**

You have a top performer when you stock and use Packard low tension cable with amazing "249 compound" insulation. This protective insulation, enclosed in Packard's well-known braid and lacquer exterior, makes Packard cable superior to all other low tension automotive cable.

Packard low tension cable has greater DIELECTRIC STRENGTH, GREATER RESISTANCE TO CHEMICALS, OILS, ABRASION, EXTREME TEMPERATURES and it will not HARDEN and CRACK. "249 compound" insulation lasts longer, will not support combustion. And what's really important in the shop . . . Packard low tension cable strips easily and cleanly to save time and trouble.

**DID 'YA KNOW?**

Packard low tension cable with "249 compound" was proved by test to be better than ordinary low tension cable by these percentages:

HIGH TEMPERATURE, 67% increase  
DIELECTRIC, 70% better  
CRUSHING, 67% stronger  
ABRASION, 130% tougher  
OIL, 125% increase

And only Packard low tension cable has all these plus features at no increase in price.

*Packard Pete*



*Packard*  
REG. U.S. PAT. OFF.  
MADE IN U.S.A.

Packard Electric Division, General Motors Corporation  
Warren, Ohio



**FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING**

SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950



The Hirsig organization is made up of a total of 43 men and women trained and experienced in the automotive industry — prepared to render a complete automotive sales service in the South.

33 Hirsig men, located in 17 cities through the South, help jobbers deliver the best possible service to automotive dealers on HIRSIG lines.

Behind this selling organization is a capable and efficient staff located in the Hirsig headquarters office in Jacksonville.



## LAWRENCE M. HIRSIG & CO.

*Manufacturers Direct Representatives*

201  
Hildebrandt Bldg.

**Jacksonville 2, Florida**

Telephone  
5-6152



# A FAMOUS NAME



The finest crude oil in the world is Bradford-Pennsylvania. It has become famous because it is the costliest, toughest, oiliest, most heat and wear resistant crude in the world. Veedol Oils are refined 100% from this famous crude!

VEEDOL MOTOR OIL — refined from this superb crude — actually makes motors run cleaner . . . checks sticky, corrosive compounds caused by oxidation . . . helps today's high speed engines run smoother and assures effective lubrication at any engine speed or temperature.

150-HOUR VEEDOL TRACTOR OIL is refined especially for tractors and made 100% from Bradford crude. Its excellent quality is apparent to tractor owners because Veedol stands up for a full 150 hours between changes in gasoline fueled tractors . . . cuts oil consumption in all tractors regardless of fuel used.

You'll find that Veedol customers are grateful customers . . . customers who make repeat purchases . . . meaning added profits to you. Veedol Oils and Greases are sold through independent distributors. Write for information today! \*

## TIDE WATER ASSOCIATED OIL COMPANY

New York

— Tulsa —

San Francisco

\* Atlanta, Rhodes-Haverty Bldg.

\* Tulsa, Thompson Bldg.





*George Henderson*  
PRESIDENT  
AUTO GEAR & PARTS COMPANY, INC.  
S.E. COR. 16TH & HUNTING PARK AVE.  
PHILADELPHIA 40, PENNSYLVANIA



"IT IS A pleasure to tell you how effective the Auto-Lite program has been in building sales for us and our dealers," says George P. Henderson. "We'd sum it up like this. 'Sta-ful' is unequaled as a premium battery to put a plus profit on sales . . . the complete Auto-Lite Battery line makes every battery buyer

a prospect . . . the original equipment market builds customers for everything we sell . . . and back of it is your national magazine, Sunday newspaper, radio and television advertising —we honestly don't know any other battery program that comes near Auto-Lite."



# AUTO-LITE BATTERIES





**CARB MASTER** has been in the Rust Master act only a short time—but already it's a star performer. *Faster acting and surer curing* than anything ever before made for the purpose, CARB MASTER—

**CLEANS CARBURETORS** without removing from the engine! It penetrates grease, carbon-gum right down to the bare metal... leaves carburetor operating at peak efficiency.

**EXCELLENT AND SPEEDY BENCH CLEANER**  
Requires no prolonged soaking or hard

scrubbing. Its powerful action leaves metal parts slick as a whistle—*f-a-s-t!*

**CLEANS AND CONDITIONS FUEL LINES** One pint in the gas tank every 2000 miles dissolves carbon-sludge and gum... absorbs moisture... prevents gas-line freeze-ups. Results in powerful engine performance.

Get in the act! Let CARB MASTER show you the way to bigger profits. Just tell your customers how well it does what it does so quickly.



**NO FUSS . . . NO MUSS  
JUST POUR . . . NO MORE**



PRODUCTS WORK WHILE YOU RIDE

**Chemical Company**  
Mfg. Chemists

56 BRIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY

**INSURANCE COMPANY**

CLAIM NO. 13,213  
 POLICY NO. A 47,896  
 DATE OF INJURY 8/17/50  
 EMPLOYEE Jones  
 EMPLOYER M.E.M. Mfr.  
 COMPENSATION FROM 8/28 TO 9/4  
 TYPE OF INJURY Rt. Hand  
 WEEKLY WAGE \$ 70.00  
 WEEKLY RATE \$ 10.00

YOUR TOWN Sept. 4, 1950  
 No. 567954

To the Order of John J. Jones  
 TEN DOLLARS

Treasurer [Signature]  
 Counter Signature [Signature]  
 567954

DOLLARS

*You can't earn a decent living  
 with bruised and bandaged hands . . .  
 every mechanic knows that!*

He knows, too, his hands take a beating no matter how careful he is. So, to assure a full week's work and a full week's pay, smart mechanics standardize on Bonney and avoid injuries caused by inferior tools.

*Bonney Tools are the cheapest  
 insurance against hand injuries!*

Bonney Tools are real knuckle-savers—the easiest-handling, best-looking tools on the market today. They're lightweight, but strong . . . precision engineered to insure accurate, no-slip fit on those tricky jobs that can be so dangerous to men who work with tools.

Cheap tools are for chumps! Avoid unnecessary injuries that can prevent your taking home a full week's pay. Do your job best with the best tools for your job. Use Bonney Tools!

**BONNEY FORGE & TOOL WORKS,  
 ALLENTOWN, PENNSYLVANIA**



**"Thermoid helped pay  
for my new spark  
plug tester!"**



Sure, I had heard about Thermoid's claim of "more profit" on "less inventory." But it sounded too good to be true until Herm, my jobber salesman, showed me how I could clean out my slow-moving belts, cut inventory, and with fewer belts still have more complete coverage of cars, trucks and tractors. I told him to go ahead.

It was really simple. They installed a Thermoid Display Rack...re-sleeved my stock...set up a uniform numbering system. Right away, I found I had fewer numbers and with Thermoid's convenient Wall Chart, I could select the right belt in less time.

Now after 11 months with Thermoid, I find I have less money tied up in fan belts and more in other fast-moving lines. My switch to Thermoid put me way ahead of last year and helped pay for my new Spark Plug Tester. Brother, I'm sold on Thermoid.

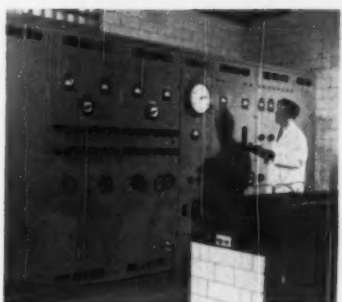
Get in touch with your Thermoid Distributor and tie up with the line that doesn't tie up your money in slow moving items.

One Line...The Top Quality Line

# Thermoid

Brake Linings • Fan Belts • Radiator Hose • Hydraulic  
Brake Parts and Fluid • Car Mats • Clutch Facings •  
Thermoid Precision Process Equipment

Thermoid Company, Trenton, New Jersey



*Quality Control*

insures

**FULL CAPACITY  
LONG LIFE  
DEPENDABILITY**

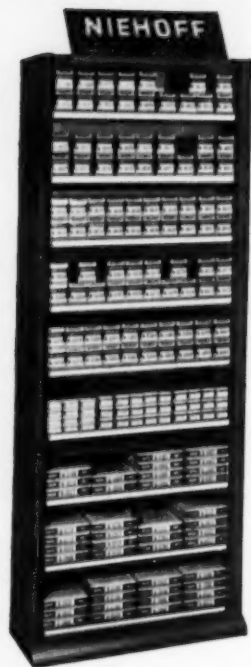
At every stage in manufacture . . . from raw materials to finished product . . . Thor Batteries are subjected to the most rigid laboratory control of quality. Each material is tested regularly to be sure that it uniformly meets our strict standards. Daily inspection of finished parts is a continuous check on accuracy in production. Completed batteries from each day's production are given exhaustive electrical tests, cold starting tests and vibration tests. This complete quality control of Thor production, in one of the finest laboratories in the industry, is your assurance of full capacity, long life and dependable performance of every Thor Battery you sell. Write for complete information on this quality line.

**PRICE BATTERY CORPORATION**

Hamburg, Pa. Atlanta, Ga. Boston (Medford), Mass.







## Full Coverage

Service Stocks for efficient service on all fast moving parts.

## Brake Fluid

Above SAE specifications in all popular type containers.

## Brake Cylinders

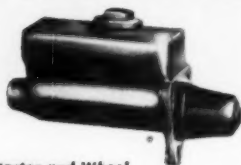
Inspected, tested, and assembled with quality material.

Hoses—Switches and all parts made right and packaged in attractive merchandising packages. Complete new catalog with up-to-date specifications.

# Do A Complete JOB WITH NIEHOFF

## HYDRAULIC BRAKE PARTS

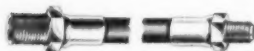
Master & Wheel Cylinders . .  
Master & Wheel Kits . . Brake  
Hoses . . Switches . . Brake Fluid



Master and Wheel  
Cylinders



Master and  
Wheel Kits



Hoses



Switches



Fluid



Bleeder Tank

**C. E. NIEHOFF & CO.**

4922 Lawrence Ave.

Chicago 30, Ill.

BRANCHES: BOSTON 34, Mass., 254 Brighton Ave.

LOS ANGELES 15, Calif., 1330 W. Olympic Blvd.

NEW YORK 19, N. Y., 250 W. 54th St.

# NIEHOFF

## LEADER IN IGNITION FOR 30 YEARS

## SELF-CONTROL STARTS HERE



AND TO RESTORE  
ENGINE PERFORMANCE

## OIL-CONTROL STARTS HERE

**To Stop Oil-Pumping, Replace Worn  
Connecting Rod Bearings**

Like the small-fry "family terror," worn engine bearings can cause *real* trouble! Worn main, connecting rod and cam bearings are the *first* cause of oil-pumping. They can shorten the life and decrease the efficiency of the best of new piston rings.

Give the rings a chance—check for worn bearings on every overhaul. Replace, in

sets, with Genuine Federal-Mogul Oil-Control Bearings. They can mean the difference between a half-done job and *top engine performance!*

### FEDERAL-MOGUL SERVICE

(Division of Federal-Mogul Corporation)  
DETROIT 13, MICHIGAN



*control oil-pumping where it starts—REPLACE WITH*

# FEDERAL-MOGUL



## BEARINGS



## Johns-Manville jobbers now have the best there is for dealers

- ✓ Products
- ✓ Promotion
- ✓ Profits

Results of nation-wide survey confirm new business-building features for dealers in expanded J-M Friction Materials line

This new, expanded brake lining program is the answer to a nation-wide survey conducted by Johns-Manville asking hundreds of jobbers what dealers require for 1950!

From this statement on dealers' preferences, Johns-Manville expanded its program to include: important improvements in brake and clutch products; new, attractive, sales-help literature; more local stations added to the largest radio program of any brake lining manufacturer... and many other important, new dealer promotion features.

Among the new items in the line are Wire-Klad, an improved brake lining development with an exclusive, revolutionary new wire reinforcement. Another is the finest looking, better-performing Spiral Wound Clutch Facing, designed especially to make clutch relining easier and more profitable.

It will pay you to write Johns-Manville today, or get in touch with your Johns-Manville distributor. Get the details of this new, bigger and better Johns-Manville friction materials program for 1950... Address Johns-Manville, Box 290, New York 16, N. Y.

"Bill Henry and the News"  
Mutual Broadcasting System  
8:55 P.M. E.S.T. Mon. thru Fri.



**NEW...**  
WireKlad linings and  
Spiral Wound facings!

These two important new products star in the expanded Johns-Manville line for 1950! WireKlad is the newest and most revolutionary development in brake lining manufacture and highly stable performance.

Spiral Wound Facings give drivers the amazing new "cushion" clutch action, plus the lowest rate of wear. They have excellent appearance; are easy and economical to install!

**Johns-Manville**

*Asbestos*

The FIRST name in asbestos brake linings

**FRICTION MATERIALS**



Attractive,  
Efficient

## Lincoln LUBRICATING EQUIPMENT

Is Largely Responsible for Repeat Business

"The attractive, efficient Lincoln Lubricating Equipment we installed in our new station has helped to establish cordial customer relations and is largely responsible for the profitable repeat business we now enjoy. This repeat business has been a large factor in building our volume which is now equivalent to service stations that have been in operation for many years. We started from scratch on January 1<sup>st</sup>, 1950."

M. J. KURT, President  
Coronado Wilshire Center, Los Angeles, Calif

You, Too, Will Build Profitable  
Repeat Business

with **Lincoln**

*Styl Engineered*  
**LUBRICATING  
EQUIPMENT**

**INSURES** Dependable Performance  
**ASSURES** Fast, Easy Operation  
**PROVIDES** Trouble-Free Service  
**BUILDS** Customer Confidence  
**GUARANTEED** by Over 25 Years of  
Dependable Service

Replace lost and damaged  
brings with LINCOLN'S "BUL-  
BUL" ATTACH. The new  
with the built-in  
... the choice of original  
equipment manufacturers in  
the lubricating and fast  
service industry. Send for  
your copy today.

Register Your Station



**LINCOLN** LUBRICATING EQUIPMENT  
**LINCOLN ENGINEERING COMPANY**

For more information on Lincoln Business  
Building Lubricating Equipment, ask your  
Lincoln Wholesaler or write direct.

**PRESENTING**  
**A COMPLETELY *New* PRINCIPLE**  
**IN SHOCK ABSORBER**  
**CONSTRUCTION & PERFORMANCE**

Heckethorn Manufacturing & Supply Co.,  
 producer of "Tested and Proved Products,"  
 proudly presents the

**Columbus Luxury-Ride Shock Absorber**

embodying a new, revolutionary theory of  
 viscous damping, and the only major improvements in  
 shock absorber design and construction since  
 introduction of the airplane type unit.

An opportunity to realize great profit and customer  
 satisfaction can be yours through merchandising  
 the distinctive line of Columbus shock absorbers  
 and conversion kits.

Dealerships are now being opened in your territory.  
 Call or write your jobber today for details.

**COLUMBUS**  
*Luxury-ride* SHOCK ABSORBER

"The Shock Absorber that Outsmarts  
 the Highways"

Manufactured by  
**HECKETHORN MFG. & SUPPLY CO.**  
 Littleton, Colorado, U. S. A.





# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 30

SEPTEMBER, 1950

No. 9

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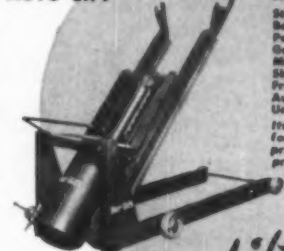
SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950

# BAY LIFT

## PORTABLE PNEUMATIC AUTO-LIFT

## IDEAL FOR

Steam Cleaning Rocks  
Body and Fender Shops  
Paint and Brake Shops  
Gas Tank Work  
Muffler and Tail Pipe Work  
Shock Absorber Service  
Front End Rebuilding  
Auxiliary Graining  
Under Coating  
Its use by service managers  
for customer inspection has  
proven exceptionally  
profitable.



*No other Lift  
does the job as well*

**REGARDLESS OF  
COST OR CLAIMS**

Bay-Lift is an air operated lift—with a capacity of 3000 lbs. Can be moved as easily as a jack and used anywhere, indoors or out by simply attaching an air hose. Equipped with automatic safety lock, and guaranteed for one year.

No part of the Bay-Lift extends beyond area occupied by car. Thus saving valuable floor space.

## DOUBLE SAFETY FACTOR

Lifts either end of any automobile with safety. No "tricky" attachments

required. Front axle is welded to frame giving additional strength. Load is supported by air tight cylinder and made doubly safe at any height by automatic safety lock.



**FREE TRIAL OFFER  
IN YOUR OWN SHOP  
COSTS YOU NOTHING**



WRITE TODAY FOR FULL INFORMATION

**BAY MANUFACTURING CO.**

Phone 1625 • Box 405, Torrance, California

Sparky Sez



## Here's what we mean by

TOP-QUALITY, nationally-known parts are built into Marquette Battery Testers and Chargers. That's the reason they're outstanding for accuracy, trouble-free service, long life, and VALUE.

# MARQUETTE quality

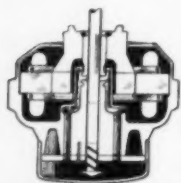
Time I was checkin' up on my Hi-Rate Battery Charger. I've been usin' it right along, but soon as football weather is in the air just seems natural to give it a goin' over to see that everything is ship shape.

There's a piece of equipment I wouldn't be without. In fact, been thinkin' lately I ought to get another one to handle some of the load. Sells more batteries 10 to 1 than the old slow chargin' method, and doesn't take half the work.

Believe me, Battery Inspection and Service leads to PLUS profits. The Marquette 20 second test helps sell plenty of new batteries. And when I don't sell a new one, I always collect on a recharge—new battery straps—or some mighty valuable goodwill. There's somethin' magic about lifting the hood of a car unsolicited and rollin' that good lookin' Marquette Hi-Rate up to push-button test the battery. It always brings customers back for more service. And that's what pays off.

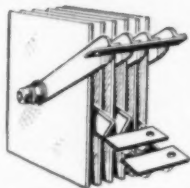
Here's a tip: Keep those Battery Charger Clamps clean for accurate testing and cool charging. A little ammonia or baking soda in water and a stiff-bristle brush will do the trick. Be careful not to spatter with the bristles so as to damage clothes. Always wash off clamps with clear water.

My Marquette charger-tester just takes a little polish and elbow grease now and then to keep it lookin' businesslike. But after all, it's a pleasure to keep a good-lookin' gal well dressed.



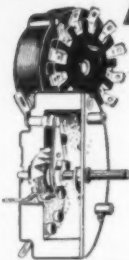
**GENERAL ELECTRIC**  
FAN MOTOR

Assures dependable fan operation and saves costly repairs... sealed-in-oil for life-time service... weather-proof construction.



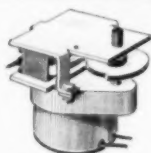
**Westinghouse**  
SELENIUM RECTIFIER

Unexcelled efficiency... rust-proof, light weight, long life. Specially prepared aluminum plates are Selenium treated.



**OHMITE**  
CHARGING RATE CONTROL SWITCH

Silver to silver terminal contacts... smooth, positive action... weather-proof construction.



**CRAMER**  
ELECTRIC TIME CLOCK

Synchronous electric motor... has 'hold' position for overnight or slow charging... weather-and-dust-proof.



**KLIXON**  
AUTOMATIC CIRCUIT BREAKER

Protects charger and batteries against reversed connections... re-sets automatically.

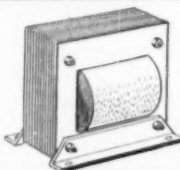


**MARION**  
METERS

D'Arsonval movement assures accuracy and dependability... illuminated for accurate day and night service... hermetically sealed.



MODEL 202



**MARQUETTE**  
TRANSFORMER

Built for heavy duty... long service—permits operating from standard outlets—moisture proofed.

**MARQUETTE**  
REGISTERED U.S. PAT. OFFICE

## HI-RATE CHARGER AND TESTER

Get it from your jobber!

MARQUETTE MANUFACTURING CO., INC.  
307 E. Hennepin Avenue Minneapolis 14, Minn.

---

# CRITICAL HOME-FRONT CAMPAIGN

---

## No. 5 in a series of editorial messages

ALMOST as alarming as the prospect of another world war is the possibility that further drastic inflation may result from our new military preparedness program.

Yet, this program itself is not directly responsible for the present threat of shortages and price advances. Rather, it is the wave of hysterical civilian buying, starting in mid-summer, which swamped the markets and pushed up prices. Some speculative buying to build up retail and wholesale stocks may have been a contributing factor. And a noticeable tendency to announce factory price advances based on "increased cost of materials" undoubtedly helped kindle feverish buying impulses.

This situation is not justified by the preparedness program. Present military requirements are imposing no greater demands on our economic machine than it should be able to take care of without undue strain—provided civilian buying hysteria is curbed.

We are still far from the all-out mobilization of World War II when military needs took about half of our total national production. As this is written, our rearmament program will take no more than ten per cent of our output—and that will leave a lot of materials and manufacturing facilities for turning out automobiles, household appliances, lumber, tools, hardware and other needed products.

Instead of using scare advertising or sales suggestions, business men should acquaint their customers with the facts, should discourage panicky buying. And in so doing they will help to ward off stringent government controls.

As an example, following is part of a letter sent in August by the president of one of the South's largest wholesale houses to his salesmen:

"There seems to be quite a mass hysteria about shortages and higher prices which could bring on price control and rationing. Fortunately, it seems this hysteria is lessening as people regain their balance from the first shock.

"We don't want to be a party to this fanning of the flames of inflation, and we don't want any of our salesmen to be a party to it. Under no circumstances are you to solicit business by yelling 'shortages' or 'higher prices'. We are resisting to the fullest any increase in the prices of the things we buy and sell, and in some cases we have had favorable results.

"In no case will we advance the price of our goods unless our supplier has advanced the price . . .

"Dealers can have a profound influence on their customers, the consuming public, by speaking common-sense language when they rush in to stock up. If a customer wants to speculate by buying two or three of an item, he can suggest that he buy a half-dozen, as he has plenty in stock. This will delay an O.P.A. and rationing. Preach it; work for sanity, not hysteria," he suggested.

Business men will be performing a public service and also working in their own best interests by doing everything

possible to hold down prices and prevent panicky buying. But to win the battle against inflation they need the help of their government.

The one factor above all others which leads to widespread fear of drastic inflation is the apparent absence of any serious thought of putting the government's own financial house in order.

The individual citizen will have to economize in order to pay the increased taxes which will now be required. But if he cuts down on his spending for non-essentials, is he not justified in expecting Uncle Sam to do the same thing?

There is, for instance, the little matter of nearly a billion dollars to be appropriated the coming year for "rivers and harbors" — the so-called pork-barrel bill. Can government afford such extravagant spending in these times?

The fight against inflation demands the help of business men. But it also requires the cooperation of government. It's a teamwork job.



The job demands team work.

# FLYING SAUCERS ? NO! Sealed Power Piston Rings

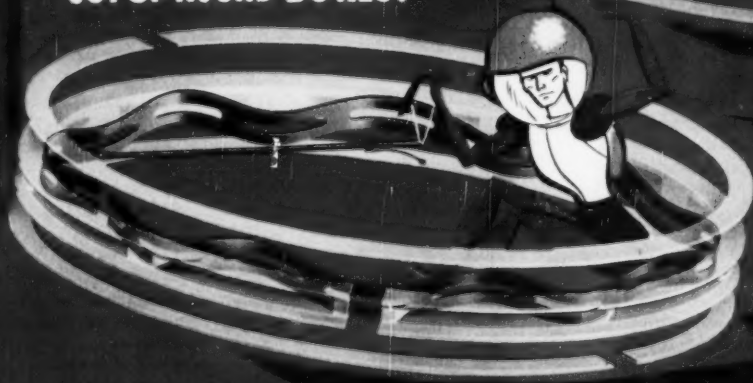


**MD-50 STEEL OIL RING**  
The only ring with the  
**FULL-FLOW SPRING**

**Best for  
OIL CONTROL**  
even in  
**BADLY TAPERED  
and  
OUT-OF-ROUND BORES!**



*Double the Drainage  
with Half the Drag!*



SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

## Sealed Power Piston Rings

BEST IN NEW CARS      BEST IN OLD CARS



# SPOTLIGHTING the NEWS

## Right or wrong? Who do you think was right?

Last month GM President C. E. Wilson predicted that unless the international picture should take a decided turn for the worse, the industry in 1951 would probably turn out only ten per cent fewer motor vehicles than this booming year of 1950. He has a mighty good reputation as a forecaster, although he knows that in this instance the Kremlin can have a lot of say-so. That was on one side of the outlook. Now consider what a jobbing firm in the Southeast did. The partners in this company checked out all of their available cash, borrowed up to the hilt from their bank, mortgaged their homes and then bought all they could get—in many instances—of normally fast-moving items. They even telephoned potential supplier sources as far away as California in their rush to anticipate the market situation. The partners wound up, for example, with 5,000 Dodge pistons, yet their trading area is in a thinly-populated territory along the Atlantic coast! The partners admitted they would like to buy some new equipment to expand and modernize their machine shop, but there was no money left. Who was right in his outlook here? Many long-established wholesalers, as reported on page 81, felt, however, that the conditions did not warrant any such tactics as related above.

**Production** of motor vehicles ran along last month at a pace almost as great as the all-time record set up in June. Hudson (early in October) and Nash (Sept. 21) proceeded with plans for announcing their slightly-changed 1951 models and other factories were expected to come out with '51 models between now and mid-January, with, in most cases, minor alterations from the '50 cars. United States assembly plants rolled off the 5,000,000th unit for 1950 by the end of the third week last month and by mid-September were expected to be only two or three hundred thousand from 6,000,000 units.

**Scare buying** of cars and trucks had begun tapering off before the end of August, but left in the wake of the rush were tens

of thousands of orders for the low-priced units which will require several months for most dealers to fill.

**Look to Nash** for some startling changes in body designs when the 1952 models appear. That is, if the factory adopts some of the designs being submitted by Pinin Farina, the internationally-known Italian designer and body builder who has been appointed a consultant to Nash Motors. Farina, whose factory at Turino has turned out many a custom body job for notables, reportedly doesn't think too much of some American designing, but in an interview with the editors of this publication at Detroit was very reserved in his comment. Nash engineers are expected to consider softening the extremely low-slung body designs Farina favors, since the average American—often taller in build—may not like to get down so low in order to enter an automobile.



"They aren't dents. They're notches."

**Joe Blank** could have shown Joe Stalin something recently which the generalissimo might have had some difficulty in comprehending. Let Walter Mallory, the alert general manager of the Florida Automobile Dealers Association, tell you about this unexpected feature of the opening of the new Dodge-Plymouth facilities (see page 76) of Penn Motor Co. at Tampa: "Un-

fortunately, two days before the opening, Mr. Pendarvis (the president of Penn Motor Co.) was taken ill and was forced to have a very serious operation. However, he insisted that the program go on as planned. The officers and personnel, together with Mr. Joe Blank, Dodge dealer from West Palm Beach, did a splendid job in the absence of their president. Mr. Blank was in Mexico City on a vacation, but upon hearing of Mr. Pendarvis' condition and need of assistance, he flew to Tampa, cutting his vacation short to assist his fellow dealer and close friend in a time of need. Mr. Blank also made an excellent master of ceremonies at the Saturday evening banquet." Such doings don't help out Mr. Stalin one whit in his attack on American capitalistic shenanigans. It just makes it that much harder to sell an anti-American line of bull.



Maybe it can be done, but...



Try this balancing stunt if you want to . . . but don't expect it to work! Don't try to balance *brakes*, either, with a single type of lining. Different shoes do different work, need different types of lining. Grey-Rock gives you the balanced combinations of linings to provide longer life, equal wear on all shoes . . . to dampen noise . . . to eliminate grab, dive, hard pedal and other brake ills. For balanced, road-tested combinations, see your Grey-Rock jobber. Ask about the complete program for building your brake business.



Nationally advertised in  
The Saturday Evening Post,  
Country Gentleman  
and Holiday



Only  
**Grey-Rock**  
has  
**Balanced Braksets**

**GREY-ROCK DIVISION** of Raybestos-Manhattan, Inc., **Manheim, Pa.**



RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings  
Fan Belts • Radiator Hose • Packings • Mechanical Rubber Products • Rubber Covered Equipment  
Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



It's not enough just to fix the hub cap, Glantz (left) realizes. His explanations keep customers from "popping off" in the future.

That little noise under the hood is a big thing in the customer's ear—and in the shop's pocketbook, unless there is trouble-shooting.

— By —  
Hal M. Newsome

They're Selling  
Service with a



## Trouble-Shooter

**W**HAT dealership or garage couldn't use a man who brings in new business, holds the good-will of all the old business and fills in whenever necessary at any job in the organization?

"All you have to do is train yourself a 'trouble-shooter,'" says Manager M. B. Ross of Luby Chevrolet Co., Miami, Fla. "Every shop does trouble-shooting when the customer himself brings back a repair job—with or without fire in his eye. Either the boss or certainly the service manager has to

be able to put a finger unerringly and diplomatically on the nub of the mechanical trouble, personnel difficulty or customer misunderstanding.

"About half the time customers with complaints will come in unsolicited and their handling is a matter of straight routine. But in many cases, because they're busy and not mechanically-minded—or because human nature sometimes is just downright peculiar — they stay away even though they are in any way dis-

satisfied with a service job.

"Then there's double trouble for it remains outside our own natural sphere of influence. It's hidden in the customer's head and sometimes colors his whole future attitude toward our organization! Our expensive promotion is wasted as far as this man is concerned.

"To follow up all of these cases, we have found that we have to go looking for trouble. We have carefully trained an all-around man of the right temperament who spends most of his time outside, calling on customers and explaining and adjusting any complaint we can dig out of them."

This man is Hershey Glantz,



Customers who have complaints and don't come in are the ones to worry about, so Glantz (left) spends most of his time outside.

who has been with Luby's for seven years in every capacity from cashier to service manager, including service sales, used cars, paint and body shop, parts department, control tower and truck service. This rounded experience enables Glantz to size up the complaints quickly and accurately and to distinguish between the ten per cent of the cases where the shop is responsible for at least some of the trouble and the big majority where the customer doesn't understand the source of his trouble and is blaming it on Luby's. His experience also permits him to step into any job in the plant during illness or vacations and to break in new personnel.

In this way he keeps his own hand in on all technical points of late models and factory methods and acts as an "inside" trouble-shooter too, keeping up company morale and discovering friction and inefficiency. Since he can usually squeeze some time from outside calls, his availability adds to the flexibility of the whole organization.

In outside trouble-shooting, Glantz works systematically from a portable card index of old customers, recent jobs and "post-card" complaints. Primarily it's a job for a super-salesman, for he must know cars and trucks but must also understand people. When he reads the service record, checks the car and listens to the kick, he usually has a hunch right away where the trouble is—in the machine or in the customer's mind.

One group of cases sounds pret-



Owners may feel just as strongly about a minor trouble with a new car as a major difficulty in their old automobile, Glantz has found.

ty trivial. Maybe a new car is "pinging" with the timing a hair off, or a hub cap keeps popping off. Glantz fixes as many of these as he can right on the spot. He carefully explains the others and gets the owner to promise to bring the car into the shop, if advisable. These he's nipped in the bud, showing that Luby's cares about the troubles.

Other things are tougher to spot and often have more emotional tension and resentment behind them.

Take the case of two broken truck frames, both broken in an unusual place, with the owner hinting broadly that maybe he'd have to "change his brand." Glantz had to get under on this one but examination showed that the owner had been drilling the frames himself to put on a special body. When installation with clamps was explained to him, he was perfectly satisfied and, in fact, grateful to the firm.

Another fellow had trouble shifting gears soon after the transmission had been overhauled. The driver thought it hadn't been fixed right and complained of a thumping noise when he shifted. There was a noise all right but it was in a worn wheel bearing.

"There's a rattle in my brand-new truck," said another. This one was really a classic, for Glantz found it was merely loose tools in the tool chest! The fellow grinned foolishly. They're still friends, for Glantz didn't rub it in or even seem amused himself. He let on that this sort of thing had often fooled him, too.

These cases and dozens of others sound pretty simple, but the point is that these customers, though dissatisfied, were simply driving around with a vague grudge in their minds and the company ordinarily wouldn't have known they were all set to

(Continued on page 102)

# Car-Factory Outlook?

## Executives Answer

*'51 models will appear on schedule and very small reduction in number of units next year are forecasted by industry leaders in SAJ survey.*

WHAT do the factory executives think of the outlook for truck and passenger-car production in the next few months and for '51?

Readers generally indicated a desire for some authoritative comment along this line, especially the new-car dealers, who have been flooded with demands for trucks and cars reminiscent of the hectic days of late 1945 and 1946 when a customer might steal a new unit (if one was there!) off the showroom floor if he couldn't buy it.

The editors of SOUTHERN AUTOMOTIVE JOURNAL placed an imaginary crystal ball before executives of the various factories and asked them to comment on what they could see, allowing, of course, for the recognized fact that Mr. Josef Stalin might be thinking of juggling the crystal ball.

Even as the survey was being made, General Motors' President C. E. Wilson—who has established himself as an A-1 forecaster of the industry trends by his past prophecies—announced that he calculated the production would shelve off only around ten per cent in 1951 from 1950's performance. That would mean a terrific production of possibly 7,000,000 units next year—far better than any other year in history except perhaps this year. With production expected to surpass the 6,000,000 unit mark by or before October 1, there is a possibility that far more than 7,000,000 units

will roll off the lines during 1950.

Allocations and inventory controls are expected in some quarters as this year wears on, applying particularly to steel and other metals. However, a statement by the U. S. Chamber of Commerce pointed out:

"At the present time steel is going into the defense effort at the rate of 2,000,000 tons per year. Depending upon how fast scheduling operations can be set up, this will be increased to 5,500,000 to 6,000,000 tons."

These figures are not as large as they might seem when it is remembered that steel is now being produced at the rate of 100,000,000 tons a year and the production capacity is being increased. Therefore, if there should be no further expansion of the proposed rearmament program, this would mean only six per cent of all the steel we produce would be going into that program.

Some factory executives withheld comment when queried by SAJ. For example, one official said:

"Actually, at this writing, it is felt that questions such as 'How soon do you expect curtailment of production?' should not be answered at this time because — (the factory's brand name) stands ready to do its share both in war work and at the same time do a civilian job."

"As for new models, etc., we feel that August is too early to talk about this because of five months of selling yet in 1950."

However, some executives promptly came back to give their viewpoints.

Replies received at press time included:

### LINCOLN-MERCURY

Joseph E. Bayne, general sales manager, Lincoln-Mercury — "As you know, Lincoln-Mercury has been having the best year in its history. We have already produced more cars than we did in all of 1949—and there are still more than four months to go. As things now stand, we are not anticipating any appreciable curtailment of production in the immediate future."

"The Korean war has not altered our plans for bringing out new models, and we still expect to introduce next year's line as originally planned."

"The Ford Motor Co. recently announced the formation of a Defense Production Division to handle and expedite such orders as federal government places with it. This division was formed following Mr. Henry Ford II's telegram to President Truman on July 19, in which he advised the president that 'all of us at Ford Motor Co. stand ready to carry out any assignment the government may give us.' To some extent, therefore, the company's (and the Lincoln-Mercury Division's) future plans will depend on the volume and urgency of the government orders allotted to us."

### HUDSON

C. A. J. Hadley, sales manager, Hudson Motor Car Co. — "Assuming that the international situation doesn't worsen, we do not expect any curtailment of our production during the balance of 1950. We have been operating at a rate of 4,000 cars per week, and we anticipate that we will be able to get materials to maintain that production rate the balance of this year. What the picture in 1951 will be, would be pure conjecture at the moment."

"The present Korean war has not altered our plan for bringing out new models in any way, or affected plans for changes in the new models, the reason for this being that all such planning, tooling, purchasing, etc., had to be done many months before the Korean war broke out, and naturally we have had to follow through with our original 1951-model production."  
(Continued on page 129)

## A Reader Survey

# War Touches Shops Lightly

THE effects of the Korean situation were being felt last month in a number of southern garages and service departments. In some areas there was a definite, though small, upward trend in shop volume and noticeable changes in certain types of service. A few garages attributed a sharp drop in volume to the present uncertainty.

A survey by SOUTHERN AUTOMOTIVE JOURNAL of 700 dealerships and garages in the South revealed also that in other areas service apparently had not been affected by the forces that brought such a sharp change in the new-car and used-car picture.

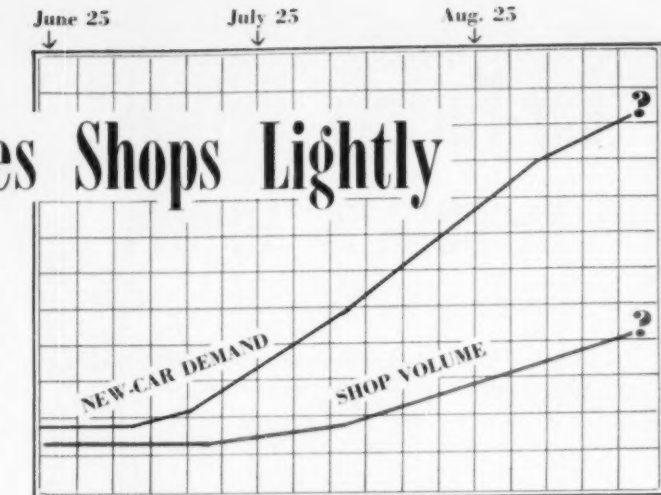
Service volume is definitely up, compared with last year and with July of this year, the survey indicated. But undoubtedly heavy vacation travel accounted for much of the increase. Seasonal and local factors helped boost volume also, as a number of survey answers pointed out. Opening of the tobacco market and settlement of a local strike were two examples mentioned.

### Fixing Up Older Cars

Forty-eight per cent of those returning the questionnaires said they had observed some indication—however slight—that owners of older cars were giving thought to having them put in shape. In some cases shop operators reported that owners had been requesting estimates on such repairs. In other cases more older cars were rolling into the shops for bigger jobs.

About 40 per cent said the Korean war had affected their shops, with 33 per cent reporting an increase in volume and seven per cent reporting a decrease. Increases of 20 to 25 per cent were the most frequently mentioned. But more than half said there had been no change definitely caused by the international situation.

A total of 55 per cent reported that July, 1950, shop volume was higher than July, 1949. Half this



Shop-repair volume didn't experience the sharp rise felt in new-car demand soon after the Korean war started June 25. A survey of 700 new-car dealerships and independent garage operators in 19 southern states revealed last month that the customers were slower in getting around to having their old automobiles put in good shape just in case the international picture should darken than were the individuals wanting to trade their present cars for later models.

number said the increase was from 15 to 25 per cent, with quite a few ten-per-cent increases mentioned. About 20 per cent said volume was less than it was a year ago, while 25 per cent said there had been no change.

Comparing August volume up to the time of the replies with July volume, 53 per cent of the questionnaires indicated an increase over July. About 25 per cent said volume was down and 20 per cent said it was the same. Increases of ten per cent were the most frequently reported, with a number of 20- and 25-per-cent advances noted.

Comments by dealers and garage operators from different states give a more complete picture of the varying situation. Typical comments from the questionnaire follow:

### Alabama

**Birmingham dealer** — We are repairing a lot of older models (1941-42). Owners of older cars are having more repairs made, repairs that have been neglected until now. Volume is up 60 per cent over July, 1949, and August volume was running 25 per cent over July.

**Anniston garage** — There has been no effect on our shop. Volume is down 29 per cent from

what it amounted to in July, 1949.

### Arkansas

**T. J. Ehemann, Ehemann Motor Co. (De Soto-Plymouth), Atkins**—We have noticed no effect on shop, and volume is about the same as a year ago.

### Washington, D. C.

**S. H. Vureannen, Benning Motors, Inc. (Studebaker)** — Shop volume is up somewhat, about ten per cent over July, 1949. August volume was running 20 per cent over July volume.

**Dealer**—Apparently there has been no change that can be laid to foreign situation. There is a slight increase in repairs on older models but trend is doubtful. August was running two per cent above July, and July was 50 per cent above July, 1949.

**Dealer**—There has been no noticeable affect on our shop. Customers' main concern seems to be tires and batteries. July shop volume was up 16 per cent from July, 1949, and August was running five per cent over July.

### Delaware

**Frank C. Hurley, Hurley Motor Co. (Packard), Seaford**—Most people are putting off all except emergency repairs, saying that if

(Continued on page 122)

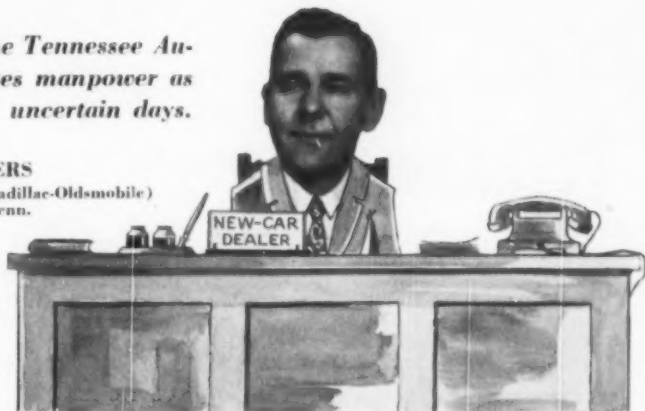


# Let's Do Business as Usual!

*The past president of the Tennessee Automotive Association cites manpower as his biggest worry these uncertain days.*

By J. A. AYERS

President, Ayers Motor Co. (Cadillac-Oldsmobile)  
Chattanooga, Tenn.



**"L**ET'S do business as usual." That may sound silly these days but I believe it is the best course for dealers to follow in these uncertain times. Let's keep business as normal as possible.

Since we don't know exactly what's ahead of us, we can't make definite, long-range plans. So we're not trying to make any. Of course we've done a lot of thinking, as every automotive man has. But we think it would be a mistake to make any major changes in our methods of operation at this time. With the picture changing so rapidly, we could easily make a move in the wrong direction and wind up in a worse fix than if we had kept on in our normal pattern.

We're keeping a close check on every phase of our operation so we know where we stand from day to day. Our organization—like the organizations of many other dealers—was flexible enough and versatile enough to weather the changes and difficulties of the last ten years. If it should become necessary, we can make similar adjustments again.

Until adjustments are required, however, we believe it is best for our own interests and our customers' interests to go about business as normally as possible.

By early fall I believe the materials situation will become much more critical and there will be a cut in new-unit production. But that is not worrying me. I can say that with more than 200 definite orders on our books.

It's my opinion that the production rate would have slowed down anyway before too long. The recent record production represented, I believe, a higher rate than our economy could

continue to absorb year after year. We now have a lot more orders than we can deliver immediately, as do other dealers. But some of them represent orders that would normally be placed about a year from now. Assuming that we could deliver all those cars now and that the current international situation settled down, we would again begin to notice a slowing of orders about a year from now.

#### *Service Is No Worry*

Service isn't worrying me either, except that we need more space for our service department. And we're enlarging our service area now to take care of that. In July our service volume was the largest in the history of our firm.

Even without present international complications, service was scheduled to increase. With more cars on the road and production hitting an all-time high, the service potential was increased. Even though many of the cars are new, they still need certain types of service to keep them operating the way the public wants them to. The service potential is there. If some firms have been missing out on it, it's just because they weren't putting forth enough effort.

The chief thing that does worry me at present is manpower. And I don't know much we can do about that at present. We have

several men who may well be called into the service very soon. We can afford to lose some of them, but others would have to be replaced. That won't be easy.

But planning in advance for replacements isn't easy either. We don't feel we can hire extra men and pay two men to do one man's job for an uncertain length of time. Certainly we can't fire employees who may be subject to call so that we can replace them now while it's easier to get replacements than it may be later. So we are waiting and hoping we can get satisfactory replacements if they are needed. We managed to keep going during the last emergency. Some of the men had less ability but we all pitched in and worked hard and the public understood. If necessary, we can make adjustments again.

Another thing that worries me is the attitude of some customers. We have tried to talk over the situation with all those who have asked for new cars and calm down the ones who felt they must have immediate delivery. We've tried to tell them when they can expect delivery, judging by the information we have on production schedules. But sometimes it's not easy.

A few weeks ago one of our customers, a doctor whose car is not too old, came dashing into  
(Continued on page 120)

# 'Thunderbolt' Powers '51 Packards

THREE new "Thunderbolt" straight-eight engines power the three 1951 Packard series. Horsepower ratings are from 135 to 155 and compression ratios range from seven to one up to 7.8 to one.

Body lines have been completely redesigned and a number of mechanical changes have been made.

Body-to-frame mountings are "floated in rubber" to provide maximum rigidity and consequent greater safety and comfort, Packard engineers said. Engine mounts have been relocated for smoother operation throughout the driving range. All engines have hydraulic vibration dampers.

Lowering of the hood nearly five inches has brought with it lower placement of the redesigned water pump in the cylinder block, assuring delivery of water to cooling system even when level is low, the Packard engineers said.

Maneuverability is improved with new steering cross-tube ball joints for smooth operation. Steering idler lever with rubber bushing is said to assure silence and to prevent lost motion which would affect steering linkage of the cars.

Clutch-pedal linkage in models equipped with standard Unimesh transmission provides operation at 16-pound foot pressure. The Ultramatic is optional equipment on the "200" and "300" series and standard equipment on the "400."

The Servo-Hydraulic, self-energizing brakes are larger and have been improved to give longer life and easier stopping. A positive-type mechanical hand brake operates rear wheel brake shoes. Centrifuse brake shoes



Top to bottom are the "200," "300" and Patrician "400" series.

are used on the 1951 models.

Direct-acting shock absorbers, placed within the spiral of the front-suspension coil springs, use a new system of valving to provide greater comfort over a wide range of driving conditions.

The semi-elliptic springs of the rear suspension are now 2½ inches wide and 54¾ inches long with full-length composition inserts between leaves. Direct-acting airplane-type shock absorbers are used. The wider springs are said to give greater stability. Front stabilizer is rubber mounted, with no metallic joints to wear or become noisy, Packard engineers said.

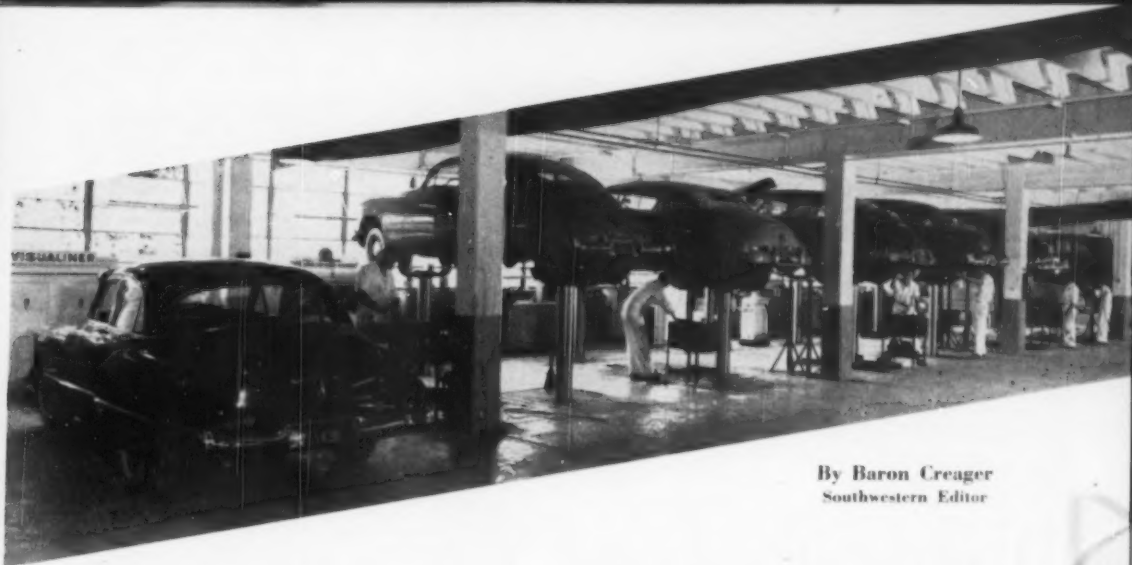
The 1951 styling substantially reduces the center of gravity in all models, while balanced load distribution with improved traction and uniform braking add to safety and comfort, said Col. J. G. Vincent, executive vice-president. Other features of the redesigned body add to pleasant driving.

The "Guide-line" fenders, visually higher than the fade-away hood, increase road view. The

right front fender is visible to the driver, Vincent said. One-piece windshields are nearly five feet wide and total approximately 958 square inches of curved glass expanse. Glass area in the rear window of the "200" is nearly double that of the previous comparable model, while the rear window of the "300" and "400" is over two and a half times larger than before, engineers said.

All three series have dual down-draft carburetor with two intake jets. It has been recalibrated for greater economy. The full line is equipped with improved double-wrapped mufflers, coated to resist corrosion. In the "400" mufflers are also asbestos-lined for greater silence.

Horsepower ratings and compression ratios for the three lines are: "200"—135 h.p. with Unimesh transmission at seven to one compression, 138 h.p. with Ultramatic at 7.5 to one; "300"—150 h.p. with Unimesh at seven to one compression, 155 h.p. with Ultramatic at 7.8 to one; "400"—155 h.p. at 7.8 to one compression with Ultramatic.



By Baron Creager  
Southwestern Editor

# They Gave Every Man a Lift

**W**HEN the San Antonio, Texas, Buick Co. planned expenditure of \$250,000 on an expansion program, \$30,000, or 12 per cent of the total, was earmarked for mass installation of two-post hoists.

Twenty-two hoists were installed in the new shop, but O. G. Snyder, service manager, comments now that he could use four more and regrets they were not included.

As it is, however, every mechanic in the shop has a hoist.

One was installed even for the glass-and-lock man because, when he is not busy on those complaints, he can be assigned to water leaks and the overflow of

rattle jobs from the tighten-and-rattle man, who also has a hoist.

There are a total of 14 hoists for line mechanics and three for the three men in the body department. Then there are two for the lube rack and the twenty-second hoist, which can also be used for lubrication, was primarily installed for inspection.

"That lift, serving a dual purpose, is quite valuable," says Snyder. "We use it continuously to give prospective customers a chance to examine construction of a car underneath."

"Very few car buyers have ever seen under the car, at least before they buy, but our sales department has found that this in-

spection by a prospect is quite helpful in selling."

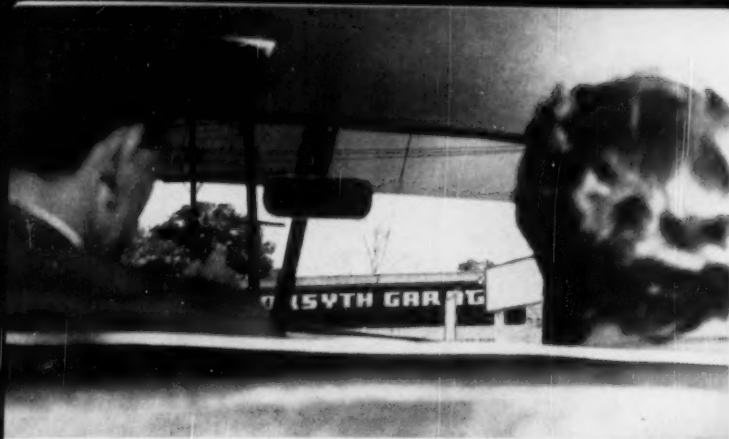
On the weekend that the old shop was closed up, preparatory to moving into the new shop for a Monday opening, Snyder had all the creepers gathered up and hidden.

"When the mechanics on the line came to work Monday morning and couldn't find their creepers, they screamed," relates Snyder.

"I explained they would just have to get along without creepers and that was why we had put in hoists. They grumbled and were highly skeptical. For the first few days they complained  
(Continued on page 108)

Two different installations of hoists in the shop are shown above and below.





Left: When drivers have engine trouble away from home, the sight of a familiar name through the windshield means a lot. That's one reason the author advertises his garage regularly on a national basis.

# Dividends from Ad Dollars

By M. M. Wilcox  
Assistant Editor



Judging by the past record, these travelers will send Marks (center) business from friends driving south.

IS YOUR advertising dollar producing as much as it should? Is the type of advertising you are using the most efficient for your particular location? Have you overlooked some unusual advertising medium which might be worth-while?

Car and parts manufacturers, as well as other big advertisers, spend thousands of dollars each year in experimenting with advertising and evaluating the results. They keep their eyes open for unexpected results.

Since it is often difficult to pin down the exact dollars-and-cents benefit from any one ad, many garages and dealerships with limited budgets and staffs tend to follow the same advertising pattern year after year without much change. Some of them have found the best balance for advertising results, but others might improve their programs with a little imagination.

Take, for example, Forsyth Garage at Jacksonville, Fla.

Owner E. T. Marks has an advertising budget of \$300 to \$500 a year. He places some adver-

tising in the local dailies and some in the suburban weekly for residents of his section of town. He buys space in programs for school and church activities in his neighborhood, as do many other shops throughout the South.

Then one day it was suggested that he put an advertisement in a newspaper with a nation-wide circulation. This paper, *The Christian Science Monitor*, has a special classified section arranged by geographical location.

More out of friendship than the belief the ad would pay off,

Here is a recent sample of the nationally-circulated ads which have brought Forsyth Garage both local and out-of-state customers.



Marks agreed to run an ad in this classified section. And he is still running the ad, spending about \$12 a month on this part of his advertising program.

"We feel that this type of advertising has been worth-while," Marks said. "We have had out-of-state customers tell us they came to our shop because of the ad. And, judging from our experience with various types of advertising, others probably come as a result of the ad but just don't tell us about it. Since we are situated in an outlying business section not directly on a main tourist route, we especially believe this.

"Up to now the ad hasn't brought us a major job on an out-of-state car, but we know definitely that it has brought us smaller jobs. And it doesn't take many jobs to pay the cost of the ad."

A small amount of out-of-state business might be expected from such an ad. But it's the unexpected result that makes this type of advertising so important in  
(Continued on page 110)



Every stall is equipped with a bench, heavy-duty vise and chain hoist. The wall cabinet with its socket wrenches and small tools is in background. Harold



Landrum (left) supervises the changing of a rebuilt engine, one of the most frequent jobs. Popular engines are available on exchange basis.

## "Rent a Stall and Overhaul"

**W**HAT might have been a haven for hot-rod enthusiasts has turned into a fairly popular car-repairing arrangement for the average working man in Miami, Okla.

Hargrove Auto Supply Co., of which Harold Landrum is manager, opened up a six-stall, six-bench, "work-on-your-own-car" garage in Miami two years ago.

One of the main objects of the innovation was to feed the machine work to its array of automotive machines, such as reboring equipment, crankshaft grinder, bushing reamers, valve refacers, flat-surfacing grinder and other equipment.

Each stall is equipped with a bench, a heavy-duty vise and a chain hoist on an overhead rail that serves all the benches.

Back of each bench is a wall cabinet containing a full complement of socket wrenches and small tools.

Rent for each stall is 50 cents an hour with a \$2 daily minimum, for which the customer gets four hours. He is privileged to do any and all work he desires. The firm

By L. H. Houck

expects to sell him parts needed but it is not a requirement.

Time is sold on the special machines. For instance, reboring is charged for at \$2 per hole, valves are resurfaced for ten cents each and hard seats are refaced for 20 cents.

Landrum is available to offer assistance if needed. Two other employees are mechanics and are available if a customer wants their help. A customer may also get a regular overhaul in the conventional manner if he does not want to do his own work.

Rebuilt engines of most popular makes are available for those who wish to exchange their engines. The old engine is then rebuilt in the shop and made ready for the next customer.

While it was expected that the hot-rod enthusiasts would become the best customers, almost the opposite has taken place. Miami is situated in the heart of a mining and industrial area. A rubber company employs almost 2,000. A large percentage of these

people are mechanically-minded and experienced. Many of them prefer to do their own work on their own cars because they want to do the job in their own way, which they probably think is better.

Other customers who have been renting stalls to overhaul, according to Landrum, are the car traders. Many customers are continually trading cars and they bring their newest acquisition in to overhaul it in preparation for trading it off—at a profit.

Customers are permitted to use welding equipment only if they are experienced, as many of them are. Other machines may be used by customers who are competent machinists or experienced in the use of the machine. In these instances a small extra charge is made, based on the time the machine is in use.

The shop is kept open until 11 P. M. Since industrial workers go to their regular work at almost all hours, it is necessary that the shop be kept open if they are to use it. Much of the new work

(Continued on page 106)





In 1949 steam cleaning brought this Washington firm a \$10,000 volume and figures for '50 are up 40 per cent over that — not counting extra volume in other work brought in by the service.

## Five-Figure Volume in Steam Cleaning

AS A service yielding continuously large volume the year 'round and good profits in addition to tie-in sales, there is probably none more gratifying than steam cleaning, believes Glen V. Ohler, owner of Ohler's Shell Station in Washington, D. C.

Installed five years ago at an investment of approximately \$800, steam cleaning alone in '49 brought Ohler's a \$10,000 volume and figures for '50 up to the present time are 40 per cent over that.

How did he do it? Through continuous and systematic promotion and neighborhood education by handbill, direct mail, telephone and personal contact.

"And favorable conditions!" Ohler, an alert and progressive independent of a strictly neighborhood station, is quick to add. "No one else around here offers the service."

That was how he got started. Car owners approached him as to where a steam-cleaning service could be obtained.

Their cars had been turned down at the D. C. Traffic Depart-

ment's inspection station because of dirty or greasy motors. All motor vehicles operated in the District of Columbia are required to go through an annual safety inspection.

Recognizing a ready-made steam-cleaning potential, Ohler invested in a steam-cleaning machine and cleaning compound and hydraulic hoist. Having at that time an old station, Ohler's had a grease trap built in by the company from whom the equipment was purchased. In a couple of hours of training, Ohler himself mastered the steam-cleaning processes and spent a week steam-cleaning cars to gain the experience he thought he needed to train his men. As soon as he felt satisfied with their performance, Ohler let one of his men take over on steam-cleaning while he solicited in person about 14 used-car dealers on the steam-cleaning service he was offering.

His approach was that used cars would bring a better price if cleaned up.

"The response was terrific!" remarked Ohler. About 13 dealers

signed up and business was so heavy the first four months that if Ohler had quit all promotion, the steam-cleaning machine would have been working to capacity for many months to come. Knowing that this was a service needed only about once in two years and that the rush would taper off, Ohler began educating the neighborhood to the necessity of steam cleaning.

Whenever the boys on the driveway raised a hood and found a dirty motor, they suggested steam cleaning as a preventive against fire and against overheating. Grease, they pointed out, acts as an insulator holding in heat.

About this time Ohler had 5,000 postcards printed promoting steam cleaning. Using a mailing list of 1,500 names of car owners who had come in for service, Ohler sent out 500 cards in the first mailing. Weekly mailings of 100 postcards followed. The clerical work was handled by his wife and sister. From 50 to 60 per cent responded affirmatively.

(Continued on page 104)





## Georgia Marble for a Memphis Home

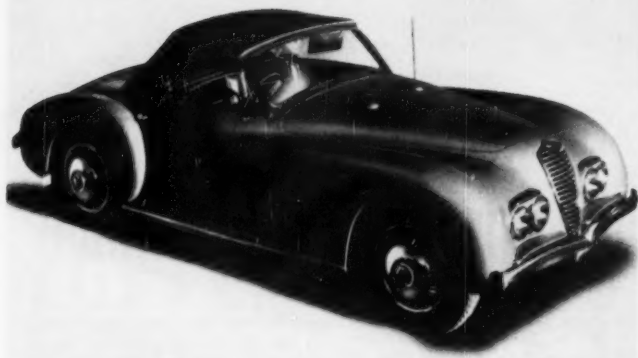
Automobile Sales Co. opened these new facilities for its De Soto-Plymouth business June 17. The building catches the eye because it is finished off in variegated red Georgia marble. Iver Schmidt, who heads the firm, has been in the automobile business at Memphis,

Tenn., for more than 34 years. The 1949 gross volume hit \$8,000,000, but the biggest day's volume was in 1944 when 114 cars were moved in one day. The showroom is air-conditioned. The building is 100 by 397 feet and the used-car lot is a whopping 150 by 250.





# NEWS BRIEFS *of the*



This "special," built on an Alfa-Romeo chassis, is one example of the work of Pinin Farina, well-known Italian designer and body builder, who has been named consultant to Nash Motors Division. Farina has been at work on designs since May, President George W. Mason said.

## ***Is Nash All Out to Win The Streamlining "Race"?***

**P**ININ Farina, internationally-known Italian designer and body builder of some of the world's most exclusive special cars, has been appointed a consultant to Nash Motors, according to George W. Mason, president of Nash-Kelvinator Corp. Farina has been at work on new Nash designs since last May, Mason disclosed in an announcement last month.

Farina's custom car-body factory is situated at Turin, Italy. Most of the luxurious specials he has designed in the past were built on Alfa-Romeo, Fiat, Cisitalia, Bentley, Lancia, Maserati, Bristol, Hispano-Suiza and other European chassis. Owners include Hollywood stars, American business leaders, European royalty and others among the world's most famous names, the Nash announcement stated.

Farina was a race driver before he entered custom automobile body building 42 years ago.

He claims that his first idea on the need and beauty of smooth body and chassis lines came to him while driving early racers. He entered the automobile business with his brother Giovanni in 1908. It was a hand-craft operation and remains largely so today. Two years later Italy's Fiat automobile company gave him an order for 1,500 bodies for its model "zero" and advanced funds for his purchase of machine tools.

During the first world war the Farina brothers made a sizable contribution to the Allied war effort turning out 100 bodies daily for Italian army vehicles.

After the first world war he visited the United States. "There I had my eyes opened to what the automobile industry might be." He returned to Italy and pioneered in transforming Italian automotive to modern methods. Mass production methods, however, resulted in standardization

of body styling, creating a demand for custom-built cars by some individuals.

Farina was quick to seize the opportunity to build specials. He established his own factory to create custom bodies for the European automobile industry and for private individuals. His first success in the new venture came in 1933 when Fiat again gave him an order to create special bodies for 1,500 automobiles. His factory now employs about

### ***When Will Farina Affect the Nash?***

How soon will Signor Pinin Farina's internationally-recognized skill as an automotive designer affect Nash designing?

Not on the experimental NXI, President George W. Mason told the SAJ editorial representative at the Detroit luncheon, as that low-priced unit is beyond the designing stage.

But, said George Romney, assistant to Mason, Farina "has prepared some sketches for us and already we are working on a prototype." To many listeners at the luncheon, that sounded like '52-model talk.

700 expert "artists" in custom-body building in an around-the-clock operation, according to the Italian designer.

Production of the Farina factory in Italy averages 100 specials monthly. Of these, Farina says he himself "worries most over three creations" which represent his "superlatives." He makes wooden models and his latest concern is safety, provided by better all-metal construction, lower center of gravity and maximum visibility.

# AUTOMOTIVE INDUSTRY



Officers elected by the West Virginia dealers are (l. to r.): Charles I. Wollerton, Montgomery, vice-president; John P. Ottino, Wheeling, vice-president, northern region; John Buck, Sistersville, vice-president; President Walter M. Duncan, Beckley; Richard Chittum, Parkersburg, treasurer; Scott Camp, Charleston, vice-president, central region, and General Manager Carlton E. Welch of Charleston.



John O. Hofbauer is now manager of the Louisiana Automobile Dealers' Association with headquarters at 238 Saratoga St., New Orleans. Hofbauer has been in the automotive business for 20 years, most of that time in New York. He handled Cadillac for ten years and was also a dealer for Pontiac, Ford, Lincoln and Mercury.

## West Virginians Hear Dick Price of Dallas

By Nancy White

**I**N ORDER to be a successful dealer, a successful association or a successful organization, we must be informed; we must be articulate; we must be vocal; we must be fanatical about our business and its key part in the automotive industry, Dick Price, De Soto-Plymouth dealer of Dallas, Texas, told the 17th annual con-

*Excerpts from the address  
by President Haller of  
NADA appear on page 161.*

vention of the Automobile Dealers Association of West Virginia at The Greenbriar, White Sulphur Springs, August 27-29.

Other speakers included: Fred L. Haller of Washington, D. C., president of NADA; J. C. "Larry" Doyle, central regional sales manager for Ford; Paul M. Millions vice-president of Commercial

Credit Co.; J. Eustace Wolfington of Philadelphia, chairman of the NADA consumer-dealer relations

board, and Arthur Haas of Cleveland, chairman of the NADA employer-employee relations board.

This newspaper ad was run on August 4 in *The Fayetteville Observer* as the Fayetteville Automobile and Truck Dealers' Association's answer to the "scare" trend in car buying. The ad received praise from the North Carolina dealer association, as well as endorsement by the local Chamber of Commerce.

## STATEMENT OF POLICY

by the  
**Authorized Automobile and Truck  
Dealers of Fayetteville**

1. We Will Sell All New Cars At Factory Authorized Prices
2. We Urge The Public Not To Buy A New Car Unless You Need A Car As The Factories Have Not Curtailed Production and Are Now At Their Highest Peak in Years.

Endorsed By The Undersigned Members Of The  
**Fayetteville Automobile and Truck Dealers Association**

Frank B. Bailey Motor Co.

Automotive Sales & Service

Blount Motor Sales Co.

Automotive Sales & Service

Bryant Pontiac-Cadillac Co.

Automotive Sales & Service

Carr Motor Co.

Automotive Sales & Service

David S. Owen Motor Co.

Automotive Sales & Service

Edgemoor Motor Co.

Automotive Sales & Service

Edgemoor Truck Sales & Service

Automotive Sales & Service

Edgemoor Motor Sales, Inc.

Automotive Sales & Service

H. W. H. Frank & Son Co.

Automotive Sales & Service

H. W. H. Chevrolet Co.

Automotive Sales & Service

North State Motor Co.

Automotive Sales & Service

Ray Truck Co., Inc.

Automotive Sales & Service

T. O. D. Super Service

Automotive Sales & Service

R. W. H. Auto Sales Co.

Automotive Sales & Service

Madison Motors

Automotive Sales & Service

West-South Road Motors

Automotive Sales & Service

Whitney Motors

Automotive Sales & Service

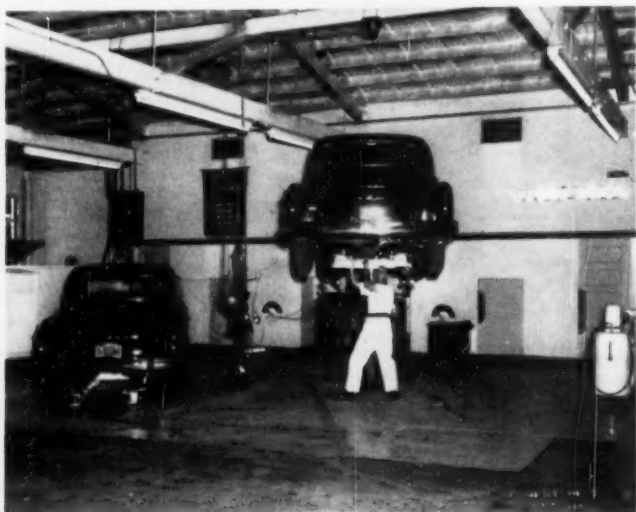
Yorkerough Motor Co.

Automotive Sales & Service

The Above Policy Is Endorsed by the Better Business Division of the Chamber of Commerce



Open house at Penn Motor Co. (Dodge-Plymouth), Tampa, Fla., produced these shots. President I. C. Pendarvis and J. Harley Moore, secretary-treasurer, formerly owned a dealership at Jacksonville.



JANUARY	APRIL	AUGUST	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
1	1	1	1
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30	30	30	30
31	31	31	31

## Looking Ahead

- Sept. 17-19—Annual convention of Kentucky Automobile Dealers Association, Kentucky Lake, Ky.
- Sept. 22-23 — Fall session of Southwestern Automotive Wholesalers Association, President Hotel, Kansas City.
- Oct. 8-10—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- Oct. 8-10—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.
- Oct. 15-16—Annual convention of New Mexico Auto Dealers Association, Carlsbad, N. M.
- Oct. 16-17—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.
- Oct. 15-17—Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis, Tenn.
- Oct. 20-21 — Annual meeting of Automotive Wholesalers of Texas, Adolphus Hotel, Dallas, Texas.
- Oct. 22-24—Annual convention of Florida Automobile Dealers Association, Palm Beach Biltmore Hotel, Palm Beach, Florida.
- Oct. 22-24—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.
- Nov. 8-12—Annual convention of National Used Car Dealers Association, Baker Hotel, Dallas, Texas.
- Nov. 13-15—Annual convention



of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.

Nov. 15-16—Annual convention of Oklahoma Automobile Dealers Association, Tulsa Hotel, Tulsa.

Dec. 1-2—Annual convention of National Standard Parts Association, Hotel Sherman, Chicago.

Dec. 1-2—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago.

Dec. 8-9—Annual convention of Kansas Motor Car Dealers Association, Wichita.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami, Fla.

Feb. 5-8—National Automotive Accessories Manufacturers of America Exposition, Grand Central Palace, New York City.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 17-20—Southeast Automotive Show, Birmingham, Ala.

## Why Do Dealers Close Up? Virginians Study Reasons

**W**HY do automobile dealers close up? The Automotive Trade Association of Virginia recently studied 61 new-car dealerships in that state who went out of business during the past six months.

Some of the causes may be a guide to other dealers in avoiding the same mistakes, said John E. Raine, general manager, in a recent bulletin to his members. Information was supplied by local bank officials, finance company representatives and local dealers.

"There is money to be made with an automobile dealership if each dealer will conform to common-sense business judgment, exert the necessary energy, be enthusiastic and not try to steal every deal from his competitor," Raine said.

Excerpts from some of the studies follow:

"After four months of operation, wild trading, insane allowances, went into bankruptcy to

the tune of \$52,000. Owners of business had good reputation, but poor business men with little or no experience in automobile business. Another dealer in this community is headed in the same direction."

"Blank dealer just quit after using all of his money. No ability, no experience. Never had been in automobile business. Ruined himself and nearly ruined other dealers in his town."

"Owner died. Widow incapable of carrying on. Dealership sold to former factory officials."

"Dealership a 'blind' to purchase trucks at a discount for a trucking line owned and operated by the dealer."

"Quit because he would not stand factory pressure to take more cars than he thought he could profitably sell. Now looking for another make car to handle. Good operator."

"Quit after losing over \$20,000 (Continued on page 160)

Want to know what your car would look like if the younger generation had its way? Then study these four models that won prizes in the annual contest of the Fisher Body Craftsman's Guild. At top left is the first-place winner in the senior division, which brought a \$4,000 college scholarship to Robert Cadaret of Los Angeles, Calif. Below it is the design

of James K. Fishback of Harrisonburg, Va., winner of fourth place and a \$1,000 scholarship. Ronald C. Hill of Los Angeles made the first place winner in the junior division, shown at top right. Fourth place in the division was won by Ben B. Taylor of Maple, N. C., whose model is below Hill's. Prizes for the two divisions were equal. They were awarded at Detroit.





# Southern JOBBERS AND FACTORY MEN

## How They Boosted Counter Sales

By L. H. Houck

**I**F you take a small service station and in six years run it into three automotive wholesale units with cash counter sales of more than \$1,000 a day, you've just got to have something on the ball.

L. A. Garnett, owner of the Garnett Auto Supply Co., Wichita, Kan., has demonstrated, with his cash counter sales probably the leader in a large area, what it takes to generate an increasing counter-sale business.

The first accomplishment was the training of a counter sales force in associated-item selling. The principle of this is, of course, to sell other items that go with the one the customer wants to buy. If a man buys a set of points, he should be asked to buy a condenser. If he buys gaskets, he should be reminded of shellac and cement. Garnett says the customer will remember the big things that he comes to get in a hurry; it's the cotter keys and the little items that he forgets and of which he is glad to be reminded.

As Garnett explained, it's a fine thing in theory to set up a method of selling associated items and advocating extra service to the customer and yet quite another thing to get it working.

It became apparent early in his experience that counter salesmen

start out on associated selling and then, being human, they let down.

The main feature of Garnett's selling system that keeps the counter sales up, and the counter-

men selling the whole line, is a constant check on the sales tickets.

Both Garnett and Bill Wainscott, manager, examine each sales ticket after the transaction has been completed to see how well the counterman sold. Whenever the ticket indicates that he has failed to sell the other items that should have been sold with the item listed, a notation is made on the ticket and it is given back to the salesman to study.

On a ticket listing the sale of a water pump will appear a notation asking why a can of water-pump lubricant wasn't sold.

Reading the notations on thousands of sales tickets is a lesson in modern merchandising. On one ticket the counter salesman had listed a ten-cent sale. Garnett

When there's a rush at the counter, President Garnett (right) and Manager Wainscott can pitch right in and carry out special counter techniques with just as much success as their regular countermen.



criticized the listing of a dime's worth of cotter keys, remarking that the counterman's time was worth much more than that and that if the salesman could not sell the customer more merchandise he should have handed him a handful of cotter keys with the compliments of the store.

Another feature in the building of counter sales is to become acquainted with each customer and to realize that the customer knows usually what he wants and what he wants to do. Clerks memorize the first names or nicknames of customers and also watch for the things the customer dislikes. For instance, one customer dislikes being called by his real name but prefers a nickname. All store personnel use that favorite name.

In line with promoting efficient counter selling, Garnett has stressed a point that is often overlooked.

"The salesman sometimes is afraid he is trying to sell the customer merchandise that he does not want," Garnett said, "but we impress on the counterman that he is doing the customer a favor

***A manufacturer-speaker cited this firm to the Southeast Show meeting last May as an example of big counter business.***

when he suggests associated merchandise.

"The reason for this is that usually the customer's job is waiting for these parts and if we suggest small items that he might have forgotten we have saved him time and money. Besides, a garageman seldom buys things he doesn't actually need. It is our business to help him get everything he needs on every trip he makes to our store. That they appreciate this service is evidenced by the increasing volume we are doing."

Another point in the sales program is either to have everything the customer asks for or get it for him immediately.

For instance, on the day Garnett was interviewed for this article a customer came in for a seldom-used part belonging to a Fluid-Drive assembly. They told him they didn't have it and didn't carry it in stock because there



It's no easy job to check every sales ticket, but Wainscott (left) and Garnett find it the best way to keep track of what each counterman is doing and evaluate the merchandising system of the company.

had been no demand but that they would get it for him at once and bring it over to his shop. The customer said that he had already tried all the dealers who would be expected to have it a few days before. Nevertheless, Bill Wainscott, store manager, took over the problem and called dozens of places on the telephone while the customer waited. Finally he located the part and then asked the customer if he wanted to go there and pick it up or if he wanted them to go get it. The customer elected to go after the part.

Before he left he was asked by Wainscott if he frequently used this part. The customer replied that he did as he specialized in this work and a particular line of cars. Wainscott then told him that from that time on this part would be in stock there for him.

Unfailing courtesy at all times is an iron-clad rule. Countermen work under ideal conditions. Garnett believes in paying for good selling and keeping countermen happy, which results in higher volume. The store is open from 8 a.m. until 8 p.m. and the counter is serviced by two shifts of salesmen. One shift starts at 8 a.m. and the second shift starts at 11 a.m. The credit manager comes to work at 9 a.m.

Counter men sell and write up sales tickets on each sale. They do not make change. They spend

their time selling. The ticket is taken by the customer to a cashier as he leaves.

Any high volume in counter sales presupposes parking space. Ample space is provided at the main store for parking. Speed is an important element in high volume in counter sales, Garnett said.

"We must have a place where the customer can park immediately and we must have personnel to give him counter service at once," Garnett said, "because we must realize that he has a car torn down in his shop which is waiting for parts and that our customer has promised his customer the vehicle at a certain hour. We certainly must help our customer keep his promises, keep his work going out and his money coming in, by doing our part wherever we can."

The company now has opened two other stores and is also finishing up a complete automobile radiator service for the garage trade. The first store at 1111 East Kellogg will give way soon to a highway-widening program and a new building will be erected to house this business at the set-back site. It will have half a block of plate glass and a 70-ft. counter. Two other stores are in operation now and are situated at 1851 N. Broadway and 566 W. Douglas.

## Texans Will Hear Saks, Ruark and Wiggins

**A**DDITIONAL speakers and two social events have been added to the program of the Automotive Wholesalers of Texas, who will gather in Dallas on October 20 and 21, according to T. C. "Buddy" Garrett, president, and D. A. Johnson, executive secretary.

Speakers will include Ira Saks, president of the Accurate Parts Manufacturing Co.; Whit Ruark, general manager of MEWA; Jack



Mr. Garrett

Wiggins, executive vice-president of NSPA, and Walter Kirkpatrick of Wilkening Manufacturing Co. for the Automotive Advertisers Council. Dr. Arthur A. Smith, widely known southwestern economist and formerly on the faculty of Southern Methodist University, had previously been scheduled.

Kindel Paulk of Wichita Falls Battery & Electric Co., Wichita Falls, Texas, a member of the Association, will speak on "What We've Done and What There Is to Do."

One of the social events will be provided in a cocktail party sponsored by the southwestern group of the Automotive Affiliated Representatives. Principal social event will be a dinner dance.

Most of the wholesalers' business will be transacted on Friday, Oct. 20, with the Saturday morning session devoted to election of new officers.

### Horton Opens at Minden

Minden Parts Supply recently opened at Minden, La., with W. S. Horton as president. "The firm will carry a complete line of replacement parts," Horton said.

## ASIS Programs to Ask: "Tell 'Em and Sell 'Em"

**"T**ELL 'Em and Sell 'Em," the decorations and programs for the Automotive Service Industries Show will advise visiting jobbers, as another approach to the "Get It from Your Jobber" program, the biggest sales promotion program ever conducted through wholesaler channels of the industry. The show will be held at Chicago's Navy Pier December 4-8.

"Jobbers enrolled in the program are saying in every conceivable manner, 'Get It from Your Jobber,'" said Ira Saks of Accurate Parts Manufacturing Co., chairman of the ASIS publicity and decorations committee. "Our show decorations won't say this to the attending jobbers, naturally.

"Instead, the banners and posters in the aisles are going to shout, 'Tell 'Em and Sell 'Em,' and every one of the signs will carry one of the program's 'reasons why' the car dealer, garage man, fleet operator and service-station operator should buy from their automotive jobber.

"In other words, the show and its decorations are going to remind the jobber once again about what he should be telling his customers."

The familiar "Get It from Your Jobber" emblem will be emphasized too by exhibiting manufacturers enrolled in the program, who will blend it into their booth design or display it in their exhibit, according to Saks and Herman Teetor of Perfect Circle Co., in charge of show theme and decorations.

To supplement the decoration reminder of the program, members of the Automotive Advertisers Council will staff their own booth during the show to explain to jobbers not enrolled all details of the program and to enroll jobbers and manufacturers not now participating.

Other members of the Automotive Advertisers Council show publicity and decorations committee include: Duane Jones of United Motors Service, council president; R. E. Conley, R. M. Hollingshead Corp.; John F. Corkery, Independent Pneumatic Tool Co.; C. B. Riddick, Koppers Co., and R. M. Schutz, Maremont Automotive Products, Inc.

### Rainbow Letters Lead to Gold

A series of rainbow-colored letterheads, each carrying an ad for a different major line, has led to the proverbial pot of gold for Mills-Morris Co., Memphis, Tenn.

The company reproduced trade-paper ads on its regular business letterhead, using colored inks to match the manufacturers' color schemes for their products. From one-fourth to one-third of the space usually allotted for the body of the letter was given to the ads. The recent series included ads for Motorola, Lyon and Sherwin-Williams.

"We find the use of special letterheads to be very effective in promoting the sale of certain departments or products," said Leo R. Jalenak, treasurer.

### Lamson & Sessions' Wiemer Succumbs in Michigan

**R**ALPH J. Wiemer, assistant general sales manager of The Lamson & Sessions Co., succumbed recently while vacationing at Sault Ste. Marie, Mich. He was 54.

Wiemer began working 36 years ago for the old Kirk-Latty Manufacturing Co. When that firm became a part of Lamson & Sessions, he remained with the company. He was made assistant general sales manager in 1940.

### Wallace Completes Warehouse

Wally Wallace Co. recently moved into new offices and warehouse at 5706 Yupton St., Bellaire, Texas, a suburb of Houston.

"Business conditions generally are good," Owner R. H. Curby of Curby Auto Supply Co., Ottawa, Kan., reported last month.



## Southern Jobbers Give Their Answers:

# How Has Korean War Affected You?

**"H**ow has the Korean War affected you?"

That question, tagged on to a regular monthly sampling of jobbers over the South to help gather news on the happenings in their field, brought some interesting replies late last month.

Some respondents assailed manufacturers for price increases which came fast on the heels of the scare buying in which first some retailers and later some wholesalers participated, shortly after the Korean conflict got underway.

A number of long-established wholesalers reported that these times warranted careful purchasing and they lambasted any unusually strong movement toward hedging against future demands just because some basic materials might get scarce.

Among the replies were these: J. Burdman, J. Burdman Auto Parts, Inc., Kirksville, Mo.—"Personally, so far it hasn't affected me to any great extent from the standpoint of shortages on items that we carry. The greatest effect that I can see, at least this is my personal opinion, is the unjustified increases by some of our suppliers before it is actually necessary. I think that this will have a great deal of effect on the distributor to shop around to find merchandise of the same quality and type at the price that it has been before the Korean War.

"In a number of instances we

have received increases with a number of our suppliers before they have made shipments on orders that they have had on their file from at least 20 to 30 days.

"I feel that if the distributor would control himself and not be over-anxious in buying, I have all the confidence in the world that our mass production is sufficient to supply our present government needs, plus our needs for parts for distribution.

"As no doubt you have already found, the excitement is seizing, to some extent, and it will seize more in the very near future.

### Don't Let a Roll Back Get You!

"Another thing, should our government be compelled to have a roll back to June 25, a lot of distributors that have made excessive purchases will suffer a loss. To give an example, I have placed an order for 2,000 pounds of copper tubing, and the supplier is making a prompt shipment."

William F. Shipp, Jr., vice-president, 555, Incorporated, Little Rock, Ark.—"There has been some scare buying of automobile products, but this has been only a very few items, and not in very substantial quantities.

"We have been able, however, to close a good many equipment deals which have been hanging fire for quite some time.

"Manufacturers of practically all makes of items which we handle seem to be in the race to

see who can get in first with a price increase."

Mrs. Laudeva Willingham, reporting secretary, Greer Auto Supply Co., Cedartown, Ga.—"The Korean War hasn't affected our business too much, but has brought about a state of uncertainty to the minds of our customers."

S. M. Marshall, Auto Parts Co., Dallas, Texas—"The Korean situation has affected our business in the same way it has affected business in general. There has been a lot of scare buying, especially in our major lines. Also, we have a great number of price increases—ten to 15 per cent—which we have had to pass on to our trade.

"So far, none of our men has been called for service, although we have three key in the reserves, two of whom are pilots (officers, too)."

A. F. Lanier, office manager, Dixie Wheel Co., Inc., Richmond, Va.—"No material effect noted yet."

F. C. McLean, general manager, Auto Supply Co., Laurinburg, N. C.—"It has stimulated a small amount of scare buying on the part of customers. It has caused some manufacturers to use it as a reason for advancing prices.

"We do not think it good business to do any speculative buying, now or at any time. We have always bought when and as needed."

(Continued on page 152)

Leave it up to Charlie Moorehead at Motor Parts & Supply, Mobile, Ala., to do a routine thing in an

original manner. Here's how he "introduced" a new outside man to the trade in the firm's house organ.



3-5572  
BILL WILLIAMS



### WANTED

Customers for this man who replaces H. L. Dean.

### WARNING

This guy is armed with catalogs and stuff. If you don't watch, he'll sell YOU!

### DOPE

He has the dope on everything you need from cotter pins to hydraulic lifts.

### LARCENY

He particularly likes to steal customers away from competition.

### REWARD

Both new and old customers will be rewarded with good products and service.



# SERVICE AND MAINTENANCE



## Servicing the HORN CIRCUIT



By E. M. Lowery  
Technical Editor

WE OVERHEARD him complaining to Ralph that his horns had been tuned three times and he still did not like their tone. So we told Ralph to get the necessary tools and have him drive outside of town so he could tune his horns until he was satisfied with the tone.

We know horns are necessary but we sometimes wish there was a law ag'in' 'em.

In some cities it is against the traffic law to sound horns other than to avoid an accident; we wish this law were universal, particularly so when the driver of the car eight or ten cars back starts sounding off.

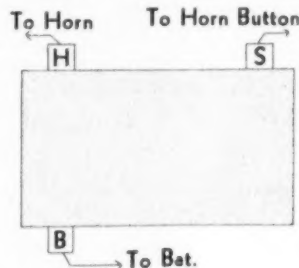
Most passenger cars are equipped with an electrically-operated horn which is to be used for making a warning sound when the operator depresses the control button.

The horn circuit may be simply from the battery to horn, to control button, to ground. Or there may be a relay inserted between the battery and horn. With the latter circuit, the button is only required to carry the relay control current, and the spark formed when the button contacts close and open is much less than it would be if all the horn current flowed through the button.

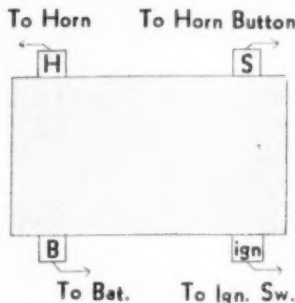
The horn consists of a diaphragm that is vibrated by an electromagnet. When the magnet is energized it pulls on an armature that is attached to the diaphragm. The slight move-

ment of the armature flexes the diaphragm and also opens a set of contacts. This opens the electromagnet circuit and the diaphragm returns to its original position, thus closing the contacts and repeating the cycle.

The constant flexing and straightening of the diaphragm produces vibration and sound.



Above: Horn circuit with three-terminal relay. Below: Horn circuit with four-terminal relay.



Most horns have tubes or projectors to improve the quality of the horn tone and to direct its signal. Some horns have a resistance connected in series with the magnet winding; others may have a condenser or resistor connected across the contacts. This prevents excessive arcing at the contacts and prolongs contact life.

### Horn Wiring Maintenance

If the horn is inoperative, before condemning it the entire horn wiring should be inspected for loose connections, chafed insulation, corroded terminals and for partial breaks.

The horn power wire may be connected directly to the battery, but in most cases it is connected to the starter switch, ammeter, regulator or ignition switch. The inspection should follow the circuit all the way to the battery and include the battery ground strap.

Should a fuse be in the circuit, it should be removed and inspected and the holder should be cleaned. If the horn does not operate when the button is depressed, check for opens in the horn button circuit by grounding

the relay or horn terminal which is connected to the button. If the horn operates, it indicates proper operation of the horn and relay, and the horn button and lead should be thoroughly inspected. Should the horn operate continuously, it indicates a ground in the horn button wiring. To check, disconnect the horn button wire from the horn or relay. If this stops the horn operation, look for grounds in the wiring, especially where the wire enters the steering column. If the horn does not stop when this wire is removed, disconnect the other wires and inspect the horn and relay. Nothing smaller than size No. 12 wire should be used in the horn load circuit.

Note: Be sure that all terminals are properly soldered to wires.

#### Horn Maintenance

The horn as well as all other electrical units should be inspected periodically. Wipe dirt from the outside and remove any foreign matter from the projector. If the horn is rusted and/or corroded, it should be removed for bench overhaul. If the horn mounting is cracked or loose, proper repairs must be made.

To test whether the horn is inoperative, connect a jumper lead from the battery or starter switch battery terminal to horn terminal. Single wire horns should operate with this connection; however, if they do not, ground the horn frame to the chassis to check the horn ground connection. If the horn now operates, it indicates a faulty ground connection and the horn should be removed and the mounting surfaces thoroughly cleaned.

Should it be a two-wire horn, it will be necessary to connect another jumper to the other horn terminal and to a ground on the frame. If the horn operates with this test, it indicates that the trouble is in the wiring, relay or button. To test which side of the circuit is at fault, disconnect the test wires one at a time and operate the horn button.



If the horn is inoperative or does not have a clear steady tone, it should be removed, cleaned and disassembled. Inspect the diaphragm for cracks and distortion and inspect the windings and connections for opens.

Check the resistor, by the ohm or voltmeter method.

Check the capacity of the condenser for grounds and leaks.

Check the contacts, but do not force them apart as this would bend the contact spring and alter the contact pressure.

If the contacts are rough and burned, clean with crocus cloth and carbon "tet." If contacts are burned excessively, they should be replaced.

After all parts have been cleaned and serviced, reassemble, leaving dome and dome bracket off until after adjustment.

Be sure all gaskets are in place and tighten the flange screws; also, see that the circuit breaker contacts are in proper alignment.

On horns having an adjustable

armature, measure the gap between the armature and the field cup. Consult manual and adjust to specifications.

Connect an ammeter and variable resistance in series with one horn terminal and a battery of horn rated voltage. Connect the other horn terminal or base (if single-wire unit) to other battery terminal and connect a voltmeter across the horn terminals.

Tune each horn separately, noting voltage and current draw. Then check for tone by operating as a pair.

Stuffing the projector with rags will change diaphragm vibrations and give false reading of current draw.

Never clamp horn flange in vise as this may bend diaphragm.

After bench adjustments, remount horn on vehicle.

#### Servicing the Horn Relay

Many horn relays have a fuse in the horn circuit to prevent damage when a short circuit occurs. Check fuse and fuse contacts. Check relay by grounding control terminal; this terminal is usually marked "S" and is connected to the horn button.

Relays having four terminals receive their operating current through the ignition switch.

If the relay doesn't close when "S" terminal is grounded, check (Continued on page 120)

#### October Issue: Fall Tune-Up

*It is more important now than ever to keep 'em in good shape, so next month Technical Editor Lowery will cover some special angles on the fall tune-up.*

**SERIAL No.**—On plate attached to left front door hinge pillar post.

**SHOCK ABSORBERS**—Direct acting type. Cannot be serviced replacement necessary.

**REAR SPRINGS**—Metal covered. Lubricate with GG every 10,000 miles using "C" clamp.

**AIR CLEANERS**—Oil bath. SAE 40 or 50 above +32° SAE 20 below +32° OJ Filter Cap. MO. crankcase grade. See General Instructions.

**TRANSMISSION**—(With Overdrive) Capacity 3½ pt. or

1b. Individual drain plugs and filler plugs. (Conventional and With Overdrive) When consistently high temperatures are encountered, use SAE 90GL. Regular or seasonal draining is not recommended.

**DISTRIBUTOR** (Drive Shaft Reservoir) — Every 20,000 miles, remove plug and fill with MO. See General Instructions.

**DIFFERENTIAL**—When consistently low temperatures are encountered, use SAE 80HP. Regular or seasonal draining is not recommended.

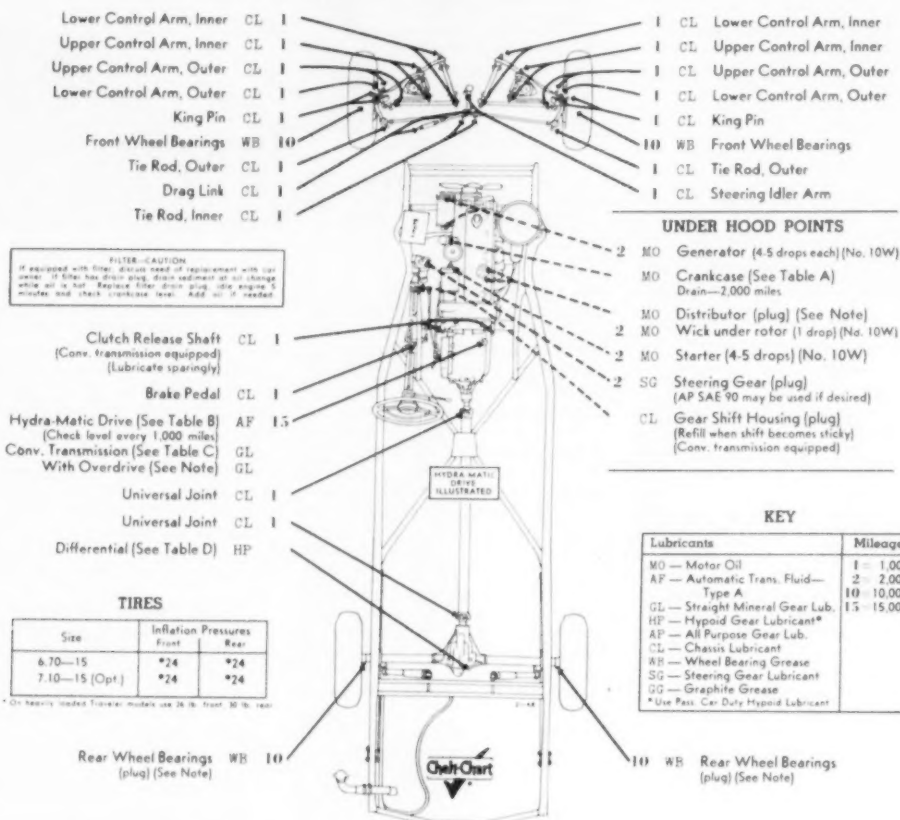
**REAR WHEEL BEARINGS**—Using low pressure gun inject ½ oz. lubricant. Reinstall plug. Keep vent hole at top of bearing housing open.

**CRANKCASE**—Use 5W motor oil in areas where, for extended periods, temperature is below -10°.

**POINTS REQUIRING NO LUBRICATION**—

Pax. Water Pump, Clutch Release Bearing, Universal Joint Spline, Spring Shackles, Shock Absorber Mounting Bushings, Front Sway Eliminator Mounting Bushings.

MODEL	(A) CRANKCASE					(B) HYDRA-MATIC DRIVE			(C) CONV. TRANS.			(D) DIFFERENTIAL			Cooling System Capacity	Gas Tank Capacity
	Capacity	Over +90°	Lowest Expected Atmospheric Temp. +32°	+10°	-10°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°		
All	Qt.	SAE 20, 20W	SAE 20, 20W	SAE 20W	SAE 10W	Qt.	AF	AF	Pt. or Lb.	SAE 7½	*80GL	*80GL	3	SAE 90HP	SAE 90HP	Gal
					▲ See Note									● See Note		*14 with heater



**TIRES**

Size	Inflation Pressures
6.70—15	*24
7.10—15 (Opt.)	*24

\* On heavily loaded Kaiser models use 24 lb. front 30 lb. rear.

#### SPECIAL SERVICES

**Batteries**—Check condition and add distilled water.  
**Body and Head**—See Body Lubrication Chart.  
**Gaskets**—Suggest filling tank.  
**Lights**—Check for burned-out bulbs.  
**Owner's Lubrication Record**—Change mileage.  
**Report Condition of These Items to Owner**—Tires, Valve Stem Caps, Fan Belt, Battery Cables, Wiper Blades, etc.

Read General Instructions for detailed information on principal units and lubrication service under extreme temperature conditions.  
 Copyright 1950 THE CHEK-CHART CORPORATION, Chicago. Printed in U.S.A.

(Hypoid Rear Axle—Rubber Mounted Shackles—Coil Front Springs—  
 Transmission Overdrive optional—Hydra-Matic Drive optional)

11 LUBRICATION POINTS — 9 DIFFERENT LUBRICANTS

**KAISER Special (K-511), Deluxe (K-512)—1951**

—Courtesy of The Chek-Chart Corp. Not to be reproduced without special permission.

#### LUBRICATION DIAGRAM FOR 1951 KAISER

# Watch Your Weight!

## STATE SIZE AND WEIGHT RESTRICTIONS

June 1, 1950

STATE	HEIGHT	LENGTH			Maximum Axle Load in pounds	Maximum* Gross Weight in Pounds			FORMULAS and TABLES
		Single Unit	Tractor Semitrailer	Combination		Tractor	Semitrailer	Combinations	
						Single Axle	Tandem		
Ala.	12' 6" (6)	35	45	N. P.	18,000 S	45,000	56,000	N. P.	700 (L+40)
Ariz.	13' 6"	40	65	65	18,000	45,000	68,000 (1	76,800	Table
Ark.	12' 6"	35	50	60	18,000	45,000	55,980	64,650	Table
Calif.	13' 6"	35	60 (2	60	18,000	45,000	68,000 (1	76,800	Table
Colo.	12' 6"	35	60	60	18,000	45,000	68,000 (1	76,000	800 (L+40)
Conn.	12' 6"	45	45	N. P.	22,400	50,000	50,000	N. P.	-----
Dela.	12' 6"	35	50	60	20,000 (3	48,000	60,000	60,000	Table
D. C.	12' 6"	35	50	50	22,000	52,000	65,400	65,400	Table
Fla.	12' 6" (6	40 (7	50	50	18,000	45,000	64,650	64,650	Table
Ga.	13' 6"	35	45	45	18,000	45,000	56,000	56,000	700 (L+40)
Idaho	14'	35	60	65	18,000	45,000	68,000 (1	72,000	Table
Ill.	13' 6"	42	45	45	18,000	45,000	59,000	72,000	-----
Ind.	12' 6" (6	36	50	50	18,000	45,000	72,000 (1	72,000	-----
Iowa	12' 6"	35	45 (2	45	18,000	45,000	60,800 (1	60,800	Table
Kan.	12' 6" (6	35	50	50	18,000	45,000	61,890 (1	61,890	Table
Ky.	12' 6"	35	45	N. P.	18,000	42,000 D	42,000 D	N. P.	-----
La.	12' 6"	35	50	60	18,000	36,000 (13	64,500 (13	68,000 (13	-----
Me.	12' 6"	45	45	45 (4	22,000	50,000	50,000	50,000	Table
Md.	N. S.	55	55	55	22,400 (5	52,800	63,750 (1	67,500	750 (L+40)
Mass.	N. S.	35	45	N. P.	22,400	50,000	50,000	N. P.	-----
Mich.	12' 6" (6	35	50	50	18,000	45,000	67,000 (1	110,000	-----
Minn.	12' 6"	40	45	45	18,000	45,000	60,000 (1	60,000	750 (L+40)
Miss.	12' 6"	35	45	45	18,000	45,000	52,650	52,650	Table
Mo.	12' 6"	35	45	45	18,000	42,000	56,000	56,000	700 (L+40)
Mont.	13' 6"	35	60	60	18,000	45,000	71,900 (1	73,280	Table
Nebr.	12' 6"	35	50	50	18,000	45,000	64,650 (1	64,650	Table
Nev.	N. S.	N. R.	N. R.	N. R.	18,000	45,000	69,600 (1	76,800	Table
N. H.	13' 6"	35	45	45	22,000	50,000	50,000	50,000	-----
N. J.	12' 6"	35	45	50	N. S. (8	60,000	60,000	60,000	-----
**	13' 6"	35	45	50	22,400	60,000	60,000	60,000	-----
N. Mex.	12' 6"	40	65	65	18,000	45,000	65,200 (1	75,000	750 (L+40)
N. Y.	13'	35	50	50	22,400	52,800	63,750	63,750	10,000 + (Lx750)
N. C.	12' 6"	35	48	48	18,000 (9	44,000 (9	58,800 (9a	58,800 (9a	-----
N. Dak.	12' 6"	35	45	45	18,000	45,000	60,000 (1	60,000	750 (L+40)
Ohio	12' 6"	35	45 (2	60	19,000	45,000	70,000 (5a	78,000 (5a	18,000 + (Lx800)
Okla.	12' 6" (6a	35	50	50	18,000	45,000	60,000 (1	60,000	Table
Ore.	11'	35	60 (2	60	18,000	45,000	64,650 (1	72,000	Table
Pa.	12' 6" (6	35	45	50	20,000	45,000	64,000	64,000	-----
R. I.	12' 6"	35	45	45	22,400	50,000	50,000	80,000	-----
**		40	50	50	22,400	56,000	56,000	60,000	-----
S. C.	12' 6"	40 (7	50	50	20,000 (11	52,800 (11	71,115 (11	71,115 (11	Table
S. Dak.	13'	35	50	50	18,000	45,000	64,650 (1	64,650	Table
Tenn.	12' 6"	35	45	45	18,000	42,000	42,000	42,000	700 (L+40)
Tex.	13' 6"	35	45 (2	45	18,000	45,000	48,000	48,000	700 (L+40)
Utah	14'	45	60 (2a	60	18,000	45,000	72,250 (1	79,900	Table
Vt.	12' 6"	50	50	50	N. S.	50,000	50,000	50,000	-----
Va.	12' 6" (6	35	45	45 (10	16,000 (12	35,000 (12	35,000 (12	35,000 (12	-----
Wash.	12' 6"	35	60 (2b	60	18,000	45,000	68,000 (1	72,000	Table
W. Va.	12' 6"	35	45	45	18,000 to 22,000	40,000 to 52,000	80,000 (1	80,000	670 (L+40) to 1330 (L+40)
Wisc.	12' 6"	35	45	45	19,000	46,000	66,000 (1	66,000	26,000 + (1000xL)
Wyo.	12' 6"	40	60	60	18,000	45,000	65,800 (1	73,950	Table

1. - Computation based on 3 axle tractor tandem axle semitrailer.

2. - Trailers limited to 35'. 2a. - Trailers limited to 45'.

2b. - Trailers limited to 40'.

3. - Tandem axles limited to 18,000 lbs. each axle.

4. - Height and length limits subject to 1' 6" tolerance.

5. - Tandem axles limited to 18,000 lbs. each axle if less than 50" apart.

5a. - Based on Tandem Axles spaced more than 4' apart.

6. - Auto transporters allowed 13' 6". 6a. - Auto transporters allowed 13'.

7. - Vehicles over 35' must have 3 axles.

8. - Restriction is on wheel load and is based on tire size.

9. - Plus 5% overload allowance - also Truck must have 300 cu. in. motor.

9a. - 350 cu. in. motor.

10. - Exclusive of couplings.

11. - Gross weights include 10% tolerance.

12. - Highway department may designate road on which 18,000 pound axle loads and 40,000 pound gross loads are permitted on 3 axle vehicles, 50,000 pounds on 4 or more axles.

13. - Plus weight on front axle.

### FOOTNOTES:

- \* - Maximum Practical Gross (see 3rd paragraph of Explanatory Remarks)
- \*\* - N. J. - effective 1-1-51
- \*\* - R. I. - effective 11-1-50
- D - On Designated Highways
- T - Temporary
- N. R. - No Restriction
- N. P. - Not Permitted
- N. S. - Not Specified
- S - Based on Tire Size

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Tasable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS		OIL	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Special	121½	8J	3½ x 4½	30.63	115@3600	LB	5	2-.0937	1-.1875 6½	6½	AC	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 6½	6½	AC	Y	Y	St-Ca
BUICK Model 52	125½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 6½	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72)	126¼	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 8	8	AC	Y	Y	St-Ca
BUICK Model 72	130¼	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 8	8	AC	Y	Y	St-Ca
CADILLAC 61	122	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875 5	5	AC	N	Y	Ca
CADILLAC 62	126	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875 5	5	AC	N	Y	Ca
CADILLAC 80	130	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875 5	5	AC	N	Y	Ca
CADILLAC 75	146¼	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875 5	5	AC	N	Y	Ca
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3½ x 3½	29.4	92@3400	G	4	2-.1237	1-.1863 5	5	AC	N¹	Y	RP
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4	1-.1237 1-.0932	1-.1863 5	5	AC	N¹	Y	RP
CHRYSLER Royal & Windsor	125½	6I	3½ x 4½	28.36	116@3600	Ch	4	2-.0937	2-.1562 5	5	b	Y	Y	Ca
CHRYSLER Saratoga & N. Y.	131½	8I	3½ x 4½	33.8	135@3200	Ch	5	2-.0937	2-.1562 6	6	AC	Y	Y	Ca
CHRYSLER Crown Imperial	145½	8I	3½ x 4½	33.8	135@3200	Ch	5	2-.0937	2-.1562 6	6	AC	Y	Y	Ca
CROSLER Model CD	80	4J	2½ x 2½	10	28.5@5400	G	5	2-.0625	2-.155 2	2	AC	Y	N	T
DeSOTO S-14 DeLx. & Custom	125½	6I	3½ x 4½	28.36	112@3600	Ch	4	2-.0937	2-.1562 5	5	b	Y	Y	Ca
DODGE Coronet & Meadow	123½	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562 5	5	b	Y	Y	St
DODGE Wayfarer	115	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562 5	5	b	N	N	St
FORD & Custom 8 Cyl.	114	8I	3½ x 3½	32.5	100@3600	G	3	2-.093	2-.186 5	5	Y	N¹	Y	Own
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3300	G	4	2-.093	2-.186 5	5	Y	Y	Y	Ho
FRAZER Std. & Man.	123½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-.1550 5½	5½	AC	Y	Y	Ca
HUDSON Pacemaker	119	6I	3½ x 3½	30.4	112@4000	Ch	4	2-.078	2-.1875 7	7	AC	N	Y	Ca
HUDSON Super 6	123½	6I	3½ x 4½	30.4	123@4000	Ch	4	2-.078	2-.1875 7½	7½	AC	N	Y	Ca
HUDSON Super 8	123½	8I	3 x 4½	28.8	128@4200	G	5	2-.093	2-.1875 8	8	AC	N	Y	Ca
KAISER Spec. & Del.	118½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-.1550 5½	5½	AC	Y	Y	Ca
LINCOLN Cosmopolitan	125	V8	3½ x 4½	39.2	152@3600	G	3	2-.0933	1-.186 6½**	6½**	AC	Y	Y	Ho
LINCOLN	121	V8	3½ x 4½	39.2	152@3600	G	3	2-.0933	1-.186 6½**	6½**	AC	Y	Y	Ho
MERCURY	118	V8	3½ x 4	32.5	110@3600	G	3	2-.0933	2-.186 6	6	AC	Y	Y	Ho
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Ch	4	2-.0930	2-.1547 5	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3½ x 4½	27.34	115@3400	Ch	7	2-.0930	2-.1547 6	6	AC	N	Y	Ca
NASH Rambler	100	6I	3½ x 3½	23.44	82@3800	Ch	4	2-.0930	2-.1547 5	5	AC	N	Y	Ca
OLDSMOBILE 76	119½	6I	3½ x 4½	29.9	105@3400	LB	4	2-.0937	2-.1875 5	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	119½	8J	3½ x 3½	45.0	135@3600	LB	5	2-.087	1-.1875 5	5	AC	N	Y	V
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Ch	5	2-.0935	1-.1865 7	7	AC	N	Y	Ca
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Ch	5	2-.0935	1-.1865 7	7	AC	Y	Y	Ca
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Ch	9	2-.0935	1-.1865 7	7	AC	Y	Y	Ca
PLYMOUTH P-19 DeLuxe	111	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562 5	5	f	N	N	Ca
PLYMOUTH P-20 DeLuxe & Sp. DeLuxe	118½	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562 5	5	f	Y	N	Ca
PONTIAC 6	120	6I	3½ x 4	30.4	90@3400	M	4	2-.0937	1-.1875 5	5	AC	N	Y	Ca
PONTIAC 8	120	8I	3½ x 3½	36.4	108@3600	M	5	2-.0937	1-.1875 5	5	AC	N	Y	Ca
STUDEBAKER Champ 9G	113	6I	3 x 4	21.6	85@4000	G	4	d	1-.1562 5	5	AC	A	Y	Ca
STUDEBAKER Cmdr. 17A	120	6I	3½ x 4½	26.33	102@3200	G	4	2-.0937	1-.1875 6	6	AC	Y	Y	St
STUDEBAKER Land C. 17A	124	6I	3½ x 4½	26.33	102@3200	G	4	2-.0937	1-.1875 6	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3	2-½"	1-½"	4	HH	N¹	N	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4	2-½"	1-½"	5	AC	N	Y	Ca-Zn

### ABBREVIATIONS

\*\*—6½ dry, 6 refill

A—Accessory

AC—A.C. Spark Plug

b—A.C. and Industrial Wire Cloth

Products

Ca—Carter

Ch—Chain

D—dry, 5 refill

d—Top 9937, Middle 125

F—F Head motor

f—A. C. United Specialties and In-

dustrial Wire Cloth Products

G—Gear

[H]—Houdaille-Hershey

Ho—Holley

i—i. Head motor

J—Overhead valve

i.B—Link Belt

M—Morse

N¹—Optional at extra cost

N—No

RP—Rochester

Products

St—Stromberg

T—Tillotson

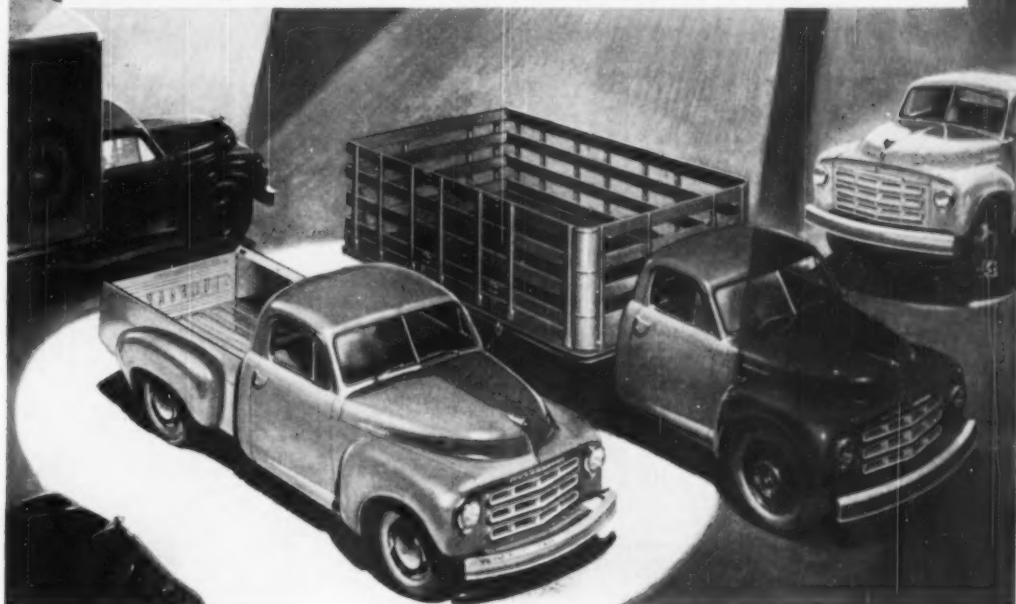
V—Various

Y—Yes

Zn—Zenith



**The spotlight is on Studebaker trucks!**



Studebaker trucks play an  
important part in the year 'round  
sales volume of Studebaker dealers!

*Truck profits help to  
make the Studebaker franchise  
a mighty sweet one!*

In trucks...as in cars...*Studebaker's really rolling!*

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING							Battery	Clutch Facings Brakes							
	Breaker Gap (.0)	Spark Plug Gap (.0)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qts.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake
BUICK 40 Special	15	25	15h	15h	13 <sup>b</sup>	X	19-23	65-70W	100N	13	L	.125	10	6	H	RW
BUICK 50 Super	15	25	d	d	13 <sup>b</sup>	X	19-23	65-70W	100N	13	L	.125	10	6	H	RW
BUICK 70 Roadmaster	15	25	d	d	14 <sup>b</sup>	X	19-23	65-70W	120N	17½	No	used			H	RW
CADILLAC 61	13-18	35	au	au	24 <sup>b</sup>	31	19-23	65-70	115N	18	L <sup>3</sup>	.137	10½	7	H	RW
CADILLAC 62	13-18	35	au	au	24 <sup>b</sup>	31	19-23	65-70	115N	18	L <sup>3</sup>	.137	10½	7	H	RW
CADILLAC 60	13-18	35	au	au	24 <sup>b</sup>	31	19-23	65-70	115N	18	L <sup>3</sup>	.137	10½	7	H	RW
CADILLAC 75	13-18	35	au	au	24 <sup>b</sup>	31	19-23	65-70	115N	18	L <sup>3</sup>	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1 <sup>a</sup>	34	17-21	70-80W	100N	15	O	.135	9½	6½	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16 <sup>b</sup>	34	17-21	70-80W	100N	16	No	used			H	RW
CHRYSLER Royal & Windsor	20	35	08h	10h	12 <sup>b</sup>	34½-38	17-20	EW	120P	17	Bb	.125	9¼	6	H	Ps
CHRYSLER Saratoga & N. Y.	18	35	08h	10h	12 <sup>b</sup>	27-30½	17-20	EW	135P	21	Bb	.125	10	6	H	Ps
CHRYSLER Crown Imperial	18	35	08h	10h	12 <sup>b</sup>	27-30½	17-20	EW	135P	21	Bb	.125	10	6	K	Ps
CROSLEY Model CD	20	25	04	06	5 <sup>b</sup>	46	17-20	No	90P	4	O	.125	6	4	G	AW
DeSOTO S-14 DeLx. & Custom	20	35	08h	10h	12 <sup>b</sup>	34½-38	17-20	EW	114P	17	Bb	.125	9¼	6½	H	Ps
DODGE Cor., Mead. & Way...	20	35	08h	10h	8 <sup>b</sup>	34½-38	17-20	EW	105P	15	Bb	.125	9¼	6	H	Ps
FORD & Custom 8 Cyl.	14-16	28-32	13-15	17-19	5 <sup>b</sup>	26-28½	17-20	65-70	90P	22	L	.125	9¼	6	H	RW
FORD & Custom 6 Cyl.	24-26	28-32	9-11	13-15	11 <sup>b</sup>	35-38	17-20	65-70	100P	17.3	L	.125	9¼	6	H	RW
FRAZER Std. & Man.	20	32	14	14	10 <sup>b</sup>	38	17-20	30-35c	100P	13	T	.125	9¼	6	H	RW
HUDSON Pacemaker	20	32-45	08h	10h	7½ <sup>b</sup>	38	17-20	70-75W	100P	18f	O	.203	9¼	6½	D	RW
HUDSON Super 6	20	32-45	08h	10h	7½ <sup>b</sup>	38	17-20	70-75W	120P	19f	O	.203	9¼	6½	D	RW
HUDSON Super 8	17	32-45	08h	10h	10½ <sup>b</sup>	27	17-20	45-50W	120P	17f	O	.203	9¼	6½	D	RW
KAISER Spec. & DeLuxe	20	32	14	14	10 <sup>b</sup>	31-37	17-20	30-35c	100P	13½	Bb	.125	9¼	6	H	RW
LINCOLN Cosmopolitan	14-16	24-26	au	au	5 <sup>b</sup>	26-28½	17-20	65-70	120P	34½	L	.125	10½	7	S	RW
LINCOLN	14-16	24-26	au	au	5 <sup>b</sup>	26-28½	17-20	65-70	120P	34½	L	.125	10½	7	S	RW
MERCURY	14-16	24-26	11c	15c	10 <sup>b</sup>	26-28½	17-20	65-70	100P	22½	Bb	.125	10	6½	S	RW
NASH Statesman	18-24	30	15	15	6 <sup>b</sup>	35	17-21	60W	90P	14	Bb	.125	8	5½	H	RW
NASH Ambassador	18-24	30	15h	15h	6½ <sup>b</sup>	35	17-21	70W	105P	17	Bb	.125	10	7	S	RW
NASH Rambler	18-24	30	16c	18c	6 <sup>b</sup>	35	17-21	60-65W	90P	11	Bb	.125	8	5½	H	RW
OLDSMOBILE 76	20	40	08h	11h	5 <sup>b</sup>	35	17-21	60-70W	100N	18½	Bb	.125	10	7	H	RW
OLDSMOBILE 88 & 98	12-17½	30			14 <sup>b</sup>	22	19-23	60-70W	115N	21½					H	RW
PACKARD "200"	12½	26-30	07	10	15 <sup>b</sup>	Z	U	60-62	100P	19.9	L	.125	10	6½	H	RW
PACKARD "300"	17½	26-30	au	au	15 <sup>b</sup>	Z	U	60-62	100P	19.9	L	.125	10½	7	H	RW
PACKARD "400"	17½	26-30	au	au	15 <sup>b</sup>	Z	U	60-62	120P	19.9	au	au	au	au	H	RW
PLYMOUTH P-19 DeLuxe	20	35	08h	10h	12 <sup>b</sup>	34½-38	17-20	EW	100P	15	Bb	.125	9½	6½	H	Ps
PLYMOUTH P-20 DeL. & Sp. DeL.	20	35	08h	10h	12 <sup>b</sup>	34½-38	17-20	EW	100P	15	T	.125	9¼	6	H	Ps
PONTIAC 6	22	25	11-13	11-13	5 <sup>b</sup>	35	17-21	60W	100N	18	Im	.125	9½	6	S	RW
PONTIAC 8	16	25	11-13	11-13	5 <sup>b</sup>	26	19-23	60W	100N	20½	Im	.125	10	6	S	RW
STUDEBAKER Champ 9G	20	22-27	16c	16c	15 <sup>b</sup>	30y	17-20	46-50W	100P	10	Bb	.125	8	5½	H*	RW
STUDEBAKER Comdr. 17A	22	22-27	16c	16c	15 <sup>b</sup>	31-37	17-21	80-85W	100P	13½	Bb	.125	9¼	6	H*	RW
STUDEBAKER Land C. 17A	22	22-27	16c	16c	15 <sup>b</sup>	31-37	17-21	80-85W	100P	13½	Bb	.125	9¼	6	H*	RW
WILLYS Jeepster & Sta. Wag.	20	30	18	16	9 <sup>b</sup>	51	17-21	60-65	100N	11	Bb	.135	8½	5½	H	RW
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5 <sup>b</sup>	38½	17-21	60-65	100N	9	Bb	.135	8½	5½	H	RW

### ABBREVIATIONS

1-10" on DeLx. with std. 3-speed transmission.  
 2-7" on DeLx. with std. 3-speed transmission.  
 8-Series 61, 73 and 86 Comm.-Hydra-Matic Trans. Std. on 62-60 Series.  
 \* - Self-adjusting, self-centering  
 a - After  
 au - Automatic  
 AW - All Wheels

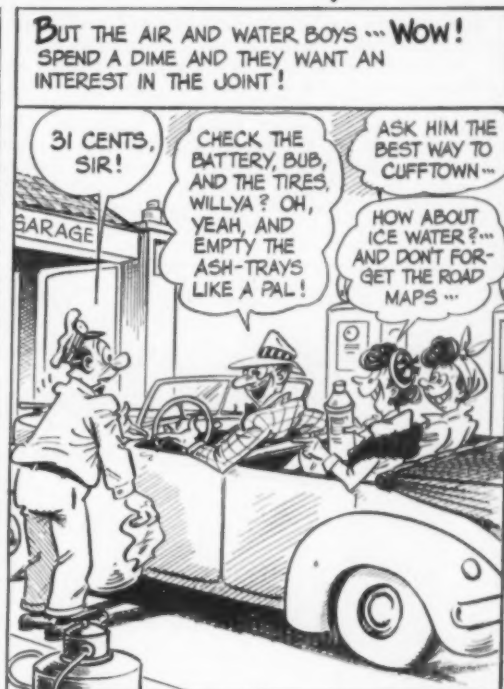
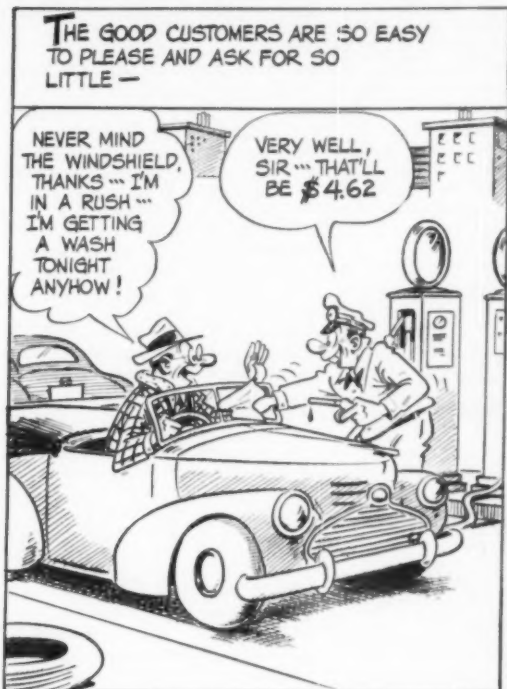
b - Before  
 Bb - Borg & Beck  
 c - Cold  
 d - Hydraulic valve lifters  
 D - Duo Automatic  
 E - Nut 52 to 87, cap screws 65 to 76  
 f - without heater. With heater add 1 qt.  
 G - Hydraulic Spot-Disc  
 H - Hydraulic

h - Hot  
 Im - Inland Mfg.  
 K - Hydraulic; disc type  
 L - Long Mfg.  
 N - Negative  
 O - Own  
 P - Positive  
 Ps - Propeller shaft, rear transmission.  
 RW - Rear service brake  
 S - Duo Servo

T - Borg & Beck, and Auburn  
 U - Auto-Lite 19-23, Delco 17-21  
 W - Warm  
 X - Do not recommend using dwell meter for setting breaker point gap  
 y - Tolerance of one degree, plus or minus, allowed in adjusting  
 Z - Auto-Lite 27, Delco 31

# "THEY NEVER MISS ...!"

by Gum



Copyright 1950, Prest-O-Lite Battery Company, Inc.

## Ask about Prest-o-lite Planned Profits

### Look How You Build Volume and Profit

- ★ **SENSATIONAL HI-LEVEL**—needs water only 3 times a year.\* 70% longer average life in tests conducted according to S.A.E. Life Cycle Standards.
- ★ **COLOR PAGES IN NATIONAL MAGAZINES**—national consumer and farm coverage in leading magazines reaching over 13,000,000 homes.
- ★ **OUTSTANDING DEALER PROGRAM**—sales stimulants, signs, counter cards and direct mail—everything you need to boost sales. See your local jobber or write to

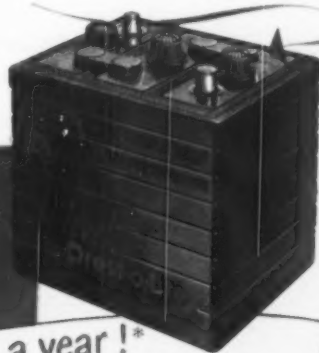
**PREST-O-LITE BATTERY COMPANY, INC.**  
Toledo 1 Ohio

*FREE...! Cartoon Book  
Write for your copy today!*

**prest-o-lite**  
*hi-level battery*

*... needs water only 3 times a year!\**

\*In normal car use



**T**HE following explanatory remarks can be used in interpreting the chart for truck weights found on page 85:

Width limitations are not shown since, for all practical purposes, an eight-foot limit is standard. Exceptions are Arizona, Connecticut, Rhode Island, and, under special circumstances, Colorado, Massachusetts, Michigan, New Mexico, New York, Wisconsin.

In many states the maximum gross weight depends on a formula or a table in which the deciding factor is the length from the center of the first axle to the center of the last axle, i.e., the over-all wheelbase of the vehicle or combination of vehicles. In preparing a general chart based on formulas, certain assumptions must be made. In this case, it has been assumed that the overhang front and rear totals five feet, i.e., approximately

three feet from the front bumper to the center line of the front axle and two feet from the center of the rear axle to the rear of the body or body bumper. Many trucks and trailers have more overhang than this, especially in the rear. Most tandem axle trailers have substantial overhang in the rear, yet some are designed for maximum legal capacity under the formula and are built with the rear tires barely ahead of a vertical line from the rear of the body to the ground.

The laws of most states do not differentiate between front and rear axles in limiting maximum axle loads. It is, however, impractical to load the front axle beyond a certain point which, in the formula calculations for this chart, has been assumed to be 9,000 pounds. For example, if the law allows only 18,000 pounds per axle, the practical gross load on a two-axle truck-tractor and single-axle semi-trailer would be 9,000 front axle, 18,000 rear tractor axle and 18,000 on the trailer axle, or a total of 45,000 pounds.

In figuring the maximum gross for the tandem axle trailers (third column from right), the calculations are based on three axle tractors and tandem axle trailers wherever the greater total allowed by this arrangement of axles would be within the maximum gross allowable load. In calculating the total gross for tandem axle trailers, it has been assumed that the practical maximum length of a tractor semitrailer is 50 feet. Thus, if the formula is  $750 (L + 40) = W$ , where  $L$  is the distance between the first and last axle, the value of  $L$  would be 45 ft. (i.e., 50 ft. less five feet overhang) and the computation would be  $750 \times 85 = 63,750$ .

The second column from right shows the maximum gross load with any combination of axles or vehicles.

Engineers and vision specialists are experimenting with lights underneath motor vehicles to reduce night-time accidents, according to the American Optometric Association.

The importance of highway safety is emphasized by the National Safety Council, which has found that a driver is three times as likely to become involved in a fatal accident at night as he is in the daytime.



# Are You Getting ALL 7



- 1 The right Brake Lining for EVERY Reline Job —BAR NONE.
- 2 More Profit on every reline job.
- 3 Brake Linings that go on FAST—adjust quickly and bring repeat business.
- 4 More value per dollar for every kind of customer—those who want the BEST; those who want SAFETY at a Saving; and operators of Taxi-Cabs, Trucks, Tractors, and Trailers.
- 5 Personalized Colorful Advertising that helps you sell.
- 6 Simplified Catalogs that save your time.
- 7 Leadership in Brake Lining Development that gives you the BEST THINGS FIRST.



Only the  
**Gatke** Program  
Gives You

# ALL 7

Ask your GATKE JOBBER or write

## Gatke Grooved DURA-BLOK

The long-wearing Brake Lining with the grooves. Goes on FAST and adjusts QUICKLY, for relines that bring repeat business and give you extra profit on every job.

# Gatke

A GREAT NAME IN BRAKE LINING

GATKE CORPORATION—Automotive Division  
General Offices 228 N. LaSalle St., Chicago 1, Ill.

Factories at Warsaw, Indiana and North Braintree, Massachusetts



Readers are invited to contribute to—

## SHOP TALK—

### WHAT WE CAN PLAN NOW

Chattanooga, Tenn.

Dear Sir:

Nobody knows exactly what is going to happen to the automotive picture. Nobody has worked out a magic formula that would solve all the problems even if we knew what the situa-

tion was going to be. Certainly I don't have the key to all those problems.

But I do think the time has come to spend a little more time on constructive thinking and less on plain worrying. We can't plan definitely for the future. But we do have enough information to make tentative plans.

**A column of informal comments about the automotive trade and its problems.**

To put the basic problem in a few words: We must get over-head in line with service and parts volume. How?

First, I suggest that we go back and check our records for the early forties, especially 1942. Of course, the chances are that new-car production won't be cut off suddenly as it was then. It's true that many dealers are in new buildings and have enlarged their businesses. Other factors have changed. But much of the story

President V. W. McKinney is interested not only in his own McKinney Buick Co. This alert dealer is president of the Chattanooga Automotive Trades Association. He was with General Motors for 22 years, working with GMAC and the insurance divisions, before opening his present firm in 1947.

told by those records could be applied to our business today, if we should be forced to depend on service for income.

Second, let's think about what we could do with the space in our buildings if conditions should change sharply. In my own case, for example, every inch of space in the service department is used to capacity. But if car deliveries should be cut a great deal, some of the space—as well as labor and time—now used for make-ready could be converted to customer service which would produce revenue. If we were moving fewer new cars, some of the time and space required for the inspections and adjustments which normally come under the warranty period could be converted to regular service.

Since we usually know a month in advance how many new units we can expect to receive,

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

## BIGGEST VALUES FOR YOUR MONEY

### KIMBLE 2 FOR 1 BATTERY TESTERS

Two sets of glass parts—give twice the service at a new low cost.

### KIMBLE ANTI-FREEZE TESTER

Built tough... Supplied with extra float... Tests alcohol, methanol and ethylene glycol types of anti-freeze.

Rugged, extra-heavy, fully annealed glass parts

High-quality, precision instruments

Easy-to-read—quick—accurate

Kimble Testers give you clear, easy-to-read, dependable accuracy. They are made by makers of precision laboratory glassware. Add to this the fact that you get extra glass parts with every tester. This means far greater useful life for your money. It is one of the best buys in the industry.



SOUTHERN REPRESENTATIVE  
—LAWRENCE M. HIRSIG

**KIMBLE GLASS** TOLEDO 1, OHIO

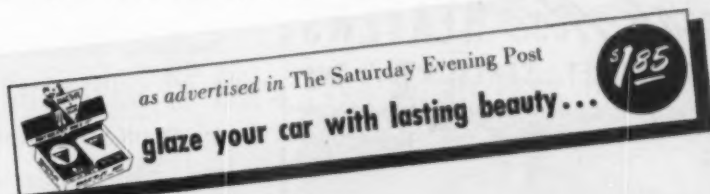
Division of Owens-Illinois Glass Company



SOUTHWESTERN REPRESENTATIVE  
—HIRSIG FRAZIER CO.

# performance, not "promises"...! we support our dealers with consumer advertising and plenty of point of purchase display material!

Here are just a few of our display pieces currently available!



For Profit and Pleasure  
Don't Wax it... Mac's It!



here's just a  
part of our  
consumer  
advertising  
program for '50

OVER SIX MILLION  
ADVERTISING  
MESSAGES PER  
MONTH!

Saturday Evening  
Post  
•  
Sunset Magazine  
•  
Christian Science  
Monitor  
and fourteen other  
magazines including  
a market by market  
campaign of News-  
paper Advertising!

**MAC'S SUPER GLOSS COMPANY • LOS ANGELES 42, CALIFORNIA**

that's a third factor to help in planning.

Now is the time to decide the various points at which certain cuts in overhead must be made. If our quota of new units is cut to "X", then gross income from new-unit sales will be reduced "Y" dollars. Compare this with the overhead expenses we have. Balance it against estimated income from other departments. We can then see at what points cuts will have to come. We can plan in advance and be prepared

if that time arrives.

Even if we have to change these "cut" points many times, they are helpful in planning.

We should take stock of personnel, if we haven't already done so. How many of our men may be called in the next 30 days? In the next 60 days? Will they have to be replaced?

Several of the salesmen for our firm are reserve officers, for example. If we have fewer cars, we will need fewer salesmen. In some cases like this, overhead

may tend to balance itself as conditions change. Many employees would, however, have to be replaced either from within the organization or from outside it. Now is a good time to do some checking on the ability and experience of employees and the positions they could handle.

We can't make definite plans because so many factors are uncertain. But we should keep an even closer check on our operations and do some serious thinking about possibilities.

And though we have so many individual problems, let's not forget our fellow dealers. The post-war years have shown even more clearly how much associations can do. By working together, we can accomplish things that no one dealer could do alone. Let's remember that in our planning, too.

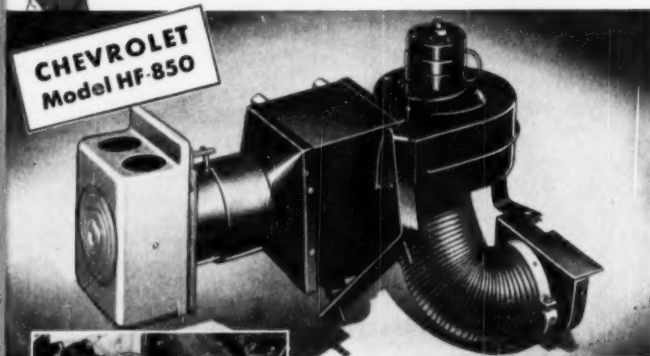
V. W. MCKINNEY,  
President, McKinney Buick  
Co.

**CUSTOM BUILT...PRICED RIGHT...NOW READY**



## Hā Dees Fresh-Aire HEATERS

For FORD...CHEVROLET...CHRYSLER Built Cars



Custom engineered—compact—easy to install—no holes to drill.



Heat distributor only, mounts inside for space-saving passenger comfort.

### 1951 HaDees Models Make Volume Business Come Easy

HaDees new and complete line for 1950-51 offers everything you need for big heater sales and profit. Outstanding new FRESH-AIRE models priced right and truly custom built for 1949-50 popular cars—the complete units slip into place—no cutting or drilling—no other parts to buy. Also new, re-circulating heaters—a new improved UNDERSEAT model that will fit 95% of the cars on the road. New HaDees Heavy Duty Truck and Bus Models, Thermostats, Safety Fans, and Genuine Service Parts round out the line. Yes, it's the profit line. Better see your HaDees Jobber now and place your order quickly!

### RIGHT ON YOUR DESK!

Pontiac Dealer Schlapp of Augusta, Ga., was calling on his friend Pontiac Dealer Waldron of St. Petersburg, Fla.

"Hear you've got a nice new building," commented Dealer Waldron. "Sure would like to see it some time."

"You can see it right now," replied Dealer Schlapp, "if you'll open that copy of SOUTHERN AUTOMOTIVE JOURNAL on your desk and turn to page 70. There's a page of pictures there showing you how our place looks!"

### THE DOPE ON BUTANE

Lake Alfred, Fla.

Dear Sirs:

Could you furnish us with the address of a company selling Butane equipment for installing on cars and trucks? Thanks for this information.

BUD'S WRECKER SERVICE

Try Moulden Supply Co., 322 West Fortification Street, Jackson, Miss., or a distributor near you, Greens Fuel Co., Sarasota, Fla.

### AIN'T GONNA RAIN

When Automotive Parts Co., Texarkana, Texas, went to work

GET FREE HEAT IN A HURRY WITH HADEES  
**HADEES HEATER DIVISION**  
BURN BIXON KING CO. • ROCKFORD, ILL.



# There's nothing like the "Bull's-Eye!"

**NEW**

## AUTO-LITE Bull's-Eye

METAL BACK SEALED BEAM LAMP

Guaranteed to Burn Even When Lens Is Cracked or Broken



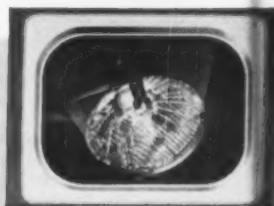
THE Bull's-Eye  
MAKES THE  
DIFFERENCE...

Original  
Equipment on many  
makes of America's  
Finest Cars...

BULL'S EYE concentrates stray light into main driving beam

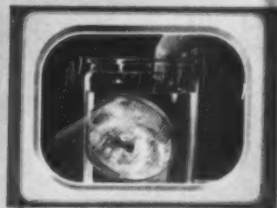
ADVERTISED ON RADIO, TV AND IN MAGAZINES

Your customers are seeing and hearing about the Bull's Eye Lamp on the great Auto-Lite "Suspense" show—both radio and TV—and in powerful Time and Saturday Evening Post advertisements. Be ready for sales... get your supply today!



### Crack Demonstration

When the Auto-Lite Bull's Eye and a widely sold competitive lamp are demonstrated by breaking the lens with a hammer... the competitive lamp burns out... the Auto-Lite Bull's Eye continues to give light.



### Water Demonstration

Auto-Lite Bull's Eye burns when completely submerged... because it has been sealed under 9,000 lbs. per square inch pressure to exclude moisture and dust and maintain full candle power throughout lamp life.

Only a light made with the metal back principle used in the new Auto-Lite Bull's Eye can equal the advantages of the Auto-Lite Bull's Eye Sealed Beam Lamp. The Auto-Lite passing beam illuminates the shoulder of the road for greater safety. The new Bull's Eye concentrates stray light into main driving beam. There's nothing like the Bull's Eye for making customers and building sales.

THE ELECTRIC AUTO-LITE COMPANY  
Merchandising Division



on the parking problem, it hit on a way to correct the usual dampening effect of bad weather on volume. A "drive-through" service lets the customer drive his car right into the store and pick up what he needs without the trouble of parking and without leaving the car.

"This is working out most satisfactorily and really is being used these rainy days that we have been having 'down in Texas,'" said Christine Watson, bookkeeper, during a typical "dog-

days" spell of weather last month.

### "SETS US ON FIRE"

Yanceyville, N. C.

Gentlemen:

In your July issue you had two articles that we think would be most profitable to us.

The first was the article on "We Help 'Em Sell Themselves." We wrote Mr. Rives at Paul Brothers to advise us who printed these repair orders so that we

could get in touch with them. To date we have not been favored with a reply.

The other article was on Beaty Chevrolet Co. of Knoxville, Tenn. We wrote them requesting the name and address of the printer that furnished the tags shown on page 66. To date we have not been favored with a reply to this letter.

Your magazine sets us on fire and we hope you can obtain the above information for us so that we, too, can participate.

C. C. COLE,  
Manager.

We're asking Correspondents Miller and Ogden to check on this and will shoot the info to you pronto.

Just to show you that dealers are looking around for any ideas, Paul Brothers (Oldsmobile at Washington, D. C.) executives have informed us that they've had other queries, too. A New York City dealership must have spent \$20 in phone calls to Paul Brothers after the article came out.

Cadillac is not going out of the car-making business at all. But some southern dealers had to make that clear in their radio and newspaper advertising after Cadillac arranged to take on the tank-building program mentioned below:

### Cadillac Adds Work On Tank Program

THE official agreement committing Cadillac Motor Car Division to a tank-building program—not related to its car-production program—for the United States Army was completed last month. The tanks will be of an advanced design with increased fire power, speed and maneuverability.

The tanks will be assembled in the Army's World War II aircraft plant at Cleveland. Time table for production will depend on the speed at which the now-bare plant can be readied for the installation of necessary tools and equipment, according to Don E. Ahrens, vice-president of General Motors and general manager of Cadillac.

All the major machining operations on the hull and turret and the complete assembly of the vehicles will be done by Cadillac. More than 600 suppliers have been alerted to the requirements of the program, Ahrens said.

## What's the best way to repair a cracked water jacket?\*

You will find complete, step-by-step instructions on new ways to make this and other crack repairs in the new Tincher CRACK REPAIR Manual. Fully illustrated by drawings like the ones shown here in reduced size, this big manual covers such subjects as "Types of Cracks and Their Causes" . . . "Why Repair Cracks?" . . . and "How to Analyze The Problem." It tells, too, how the Tincher Electro-Mechanical Process can save you time and bring you unusually attractive profits.

**Free!**

Send coupon for this valuable book now!



**TINCHER**  
*Alloy-Seal*

Wholly owned subsidiary of  
IDEAL INDUSTRIES, INC.

\*90% of all common cracks in engine blocks and heads can be repaired simply by circulating Tincher Alloy Seal as instructed on the can.

TINCHER PRODUCTS COMPANY  
903 Borden Avenue, Sycamore, Illinois  
Please send me the Tincher CRACK REPAIR Manual, FREE!

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
JOBBER'S NAME \_\_\_\_\_





## WAGNER LOCKHEED

### HYDRAULIC BRAKE SERVICE MERCHANDISERS

**enable you to give  
your customers faster,  
more efficient service**

#### WAGNER C-WASHER and GASKET ASSORTMENT

FL-272

Contains "C" Washers and Gaskets in a wide range of sizes for all popular cars and trucks... a wise investment for all brake service shops.



#### WAGNER STOP-LITE SWITCH MERCHANDISER

FL-334

Calls attention to a neglected item. Complete, handy coverage that builds added profits in stop light repair service.

*You can depend on Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers.*



#### WAGNER HYDRAULIC BRAKE REPAIR KITS FL-275

Assortment of replacement parts for master cylinders and wheel cylinders for Ford, Chevrolet and Plymouth.

FL-405 (not illustrated)

Assortment of replacement parts for master cylinders and wheel cylinders for all popular makes and models of cars and trucks.



#### WAGNER LOCKHEED HYDRAULIC BRAKE FITTING ASSORTMENT

FL-33

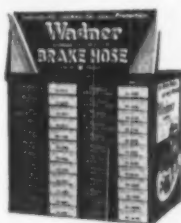
An assortment of hydraulic brake line connectors for popular cars and trucks. In attractive metal box that fits any Wagner cabinet.



#### WAGNER LOCKHEED HYDRAULIC BRAKE HOSE

FL-410

Service all popular cars and trucks. In attractive metal Display Cabinet.



#### WAGNER 4-DRAWER MERCHANDISER

FL-40

Exceptionally wide coverage of fast moving parts needed for passenger car and light truck brake repair, conveniently stocked in one compact cabinet.



See your nearest Wagner Jobber or write us for complete details. Ask for free copy of Wagner Catalog AU-500—one-point reference for fast-moving brake parts, fluid and lining.

**Wagner Electric Corporation**  
6362 Plymouth Ave., St. Louis 14, Mo.

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID • NoRoL  
CoMoX BRAKE LINING • AIR BRAKES • TACHOGRAPHS  
ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

1150-CT

Dear Bill,

Glad to hear you had such a nice vacation in the mountains, Doc. Hope you didn't vote for the beach. But don't try to patent that idea about the mountains curing all your automobile's engine ailments—it wasn't the fresh air, it was the altitude that "tuned out" your detonation knock. Higher altitude means lower atmospheric pressure—and lower atmospheric pressure will often quiet detonation knock.

As a matter of fact, there is a



IN FINISH IT'S



Patents Pending

*Now* **CRANKSHAFTS FINISHED TO 3 MICRO INCHES BY SUPERIOR KOTAFIN METHOD**

**CRANKSHAFT PRODUCERS AND USERS:** Here is your new trade-marked name for superior crankshaft finishing. The "KOTAFIN" trademark means a superior bearing surface that reduces friction, heat and wear. Write for complete catalog of Storm-Vulcan "KOTAFIN" machines and other informative literature. Make your request on coupon below.

**ORDER "KOTAFIN" CRANKSHAFTS FROM YOUR SUPPLIER**



AND MAKE IT A GENUINE **KOTAFIN CRANKSHAFT**

"KOTAFIN" is an exclusive Storm-Vulcan development. The "KOTAFIN" trademark may be used only by authorized producers.

### KOTAFIN MACHINES FOR EVERY SHOP

Model 135 —for crankshafts up to 50 inches.  
Model 135-A—for crankshafts up to 86 inches.  
Model 135-B—for crankshafts up to 118 inches.  
Model 135-L—Lathe Attachment (Standard 50-inch)  
Model 135-G—Crankshaft Grinder Attachment fits No. 14 or No. 15.

**STORM VULCAN**  
2504 COMMERCE ST. DALLAS, TEXAS

Storm-Vulcan, Inc.  
2504 Commerce, Dallas 1, Texas  
Send the following literature on "KOTAFIN":  
☐ New "KOTAFIN" Prevents Bearing Failures.  
☐ Complete "KOTAFINISHER" catalog and prices  
☐ Names of "KOTAFIN" crankshaft suppliers for my area

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

**SEND FOR COMPLETE NEW CATALOG OF AUTOMOTIVE ENGINE REBUILDING MACHINES**

belly-band about two states wide right up the middle of the U. S. from Mexico to Canada in the Rocky Mountain area where a three-point lower octane rating is allowed in premium fuels, since the engine requirements for anti-knock is not so high in that region. That same fuel near sea-level must have a higher rating to keep the same engines from pinging.

Carbon accumulations in the firing chamber are a prime cause for that little rap, especially when a car is just driven to work and back every day like you drive these days. That road work-out probably helped clean up the chambers enough to cut the knock some, too. So don't go around recommending your neighbors drive their car to the mountains for its health.

Close check on the ignition timing does a lot towards controlling detonation knock. It's surprising how far off the timing and advance curve can get if it isn't closely checked. The practice of backing off the timing as detonation knock appears with time and mileage often leads to embarrassing questions about loss of power and mileage by the driver.

We've been having a few nite sessions with the lube department crews. They are our best "bird dogs" for all types of service jobs, so we have to keep them abreast of the times. Then they will recognize trouble when they see it. We've got them pretty well grounded on automatic-transmission service now and they pick up a good bit of business changing the lube in these units. They've got all the tools and know-how it takes for this work, but we've got them checking up on the low ones to see if they need a seal job. With so many automatic transmissions in

**WE'LL HELP YOU SELL  
AMERICA'S FASTEST SELLING UNDERBODY COATING**

**Why YOUR CAR NEEDS  
LION Nōkōrōde  
UNDER-CAR SEALER AND SILENCER**



**Nōkōrōde Muffles Noises...Protects Against Rust**

**Only Nōkōrōde Contains Silent-Tite\***



\*As important as making Nōkōrōde more adhesive, more cohesive, more dense, and a better sound insulator. It's good for its amazing strength and resists when Nōkōrōde "Nōkōrōde" the entire underbody of your car. And it's good too to rust and corrosion. You get... because Nōkōrōde gives the underbody an underbody "coat" with no opening for rust and corrosion to get a start. For a really quiet ride... for real protection that lasts the life of your car. Nōkōrōde is made from the finest selected asphalt by Lion Oil Company, one of the world's leading manufacturers of asphalt. Nōkōrōde is naturally black—no useless coloring matter added.

**Nōkōrōde is Guaranteed by  
LION OIL COMPANY**

**Made Under the Process of U.S. Patent No. 2,393,774**

**IT'S GUARANTEED!**

**WRITE, wire or phone  
Lion Oil Company  
today for Lion's complete,  
backed-by-advertising plan. It  
can bring you extra  
profits... in a hurry.**

Nokorode sprays on thinner and dries faster because it is made in concentrated form. Actually, Nokorode forms a much tougher, more adhesive coating than other products which are applied two or three times thicker... so, with Nokorode, you save up to 1/2 your material cost per job! You profit more... because you use less material, yet get the job done faster, better and at lower cost. (Nokorode can be applied as thick as is recommended for competitive products, but

it's not at all necessary.)

Why is Nokorode superior? Lion's patented process makes Nokorode more adhesive, more cohesive, more dense, and a better sound insulator.

Made from the finest selected asphalt by Lion Oil Company, one of the world's leading manufacturers of asphalt. Nokorode is naturally black—no useless coloring matter added.

**with  
ADS  
LIKE  
THIS**

**IN THE  
SATURDAY EVENING  
Post  
and  
TIME**

Full page advertisements like these in The Saturday Evening Post and Time pre-sell Nokorode to your customers... help you sell more Nokorode... make extra profits... faster!

**LION OIL COMPANY, El Dorado, Arkansas**

the field—and more coming along—we can't afford to lag in the matter of their service, now can we?

It's surprising how many universal-joint lube jobs they turn up every month. It seems that every tourist they check with has overdriven the allotted time for the lubrication of the joints and all they needed was the asking to sell them. Their mechanics must be losing plenty of money in passing up this needed service. All of our customers are urged

to have the job done at the proper time in order to save the parts from destruction.

Shoot me another letter soon, but I hope it won't contain any comments on the tonic effects on your car from a trip to the beach. A guy could burn up a lot of gas treating an engine to all the climates and vacation spots.

Yrs,  
Ed.

Few drastic new-model changes are expected for '51 cars.

## Olds Carbon Blaster Cleans with Rice

A METHOD of removing carbon deposits from the combustion chambers without taking off the cylinder head of the engine has been developed by Oldsmobile Division, Service Manager Harry R. Ekblade announced.

The device, called the "Head-On" carbon blaster, uses rice under pressure to clean the chambers of deposits through the spark-plug opening. It reduces the time needed to clean away the deposits as much as 75 per cent, company engineers said, since it is not necessary to remove head.

Ten to 20 pounds of specially-prepared rice is poured into the perforated hopper of the unit at the start of the operation. About one half pound of rice is consum-



With the blaster connected, rice is forced through the lower hose under 40-60 pounds pressure and drawn out of the combustion chamber and returned to the hopper in the machine through upper hose.

ed in cleaning an engine. The mechanic inserts the nozzle in the spark-plug port and turns the air control valve, working the nozzle tip up and down and rotating it to blast all parts of the chamber. Rice under pressure chips off the carbon deposits.

A good cleaning takes about four and a half minutes for each combustion chamber.

After blasting, the valve is turned to "clean" to remove all loose rice and carbon residue from the cylinder.

In preparing an engine, the engine first must be turned over so the piston is 12 degrees past top dead center and both intake and exhaust valves are closed. Engine timing is set at zero. The distributor cap is replaced with a cylinder indicator gauge on which firing order is marked.

**SAFE • STURDY • VERSATILE • CONVENIENT • ECONOMICAL**

# AUTOMATIC ONE-END LIFT

Portable • Pneumatic

Patent

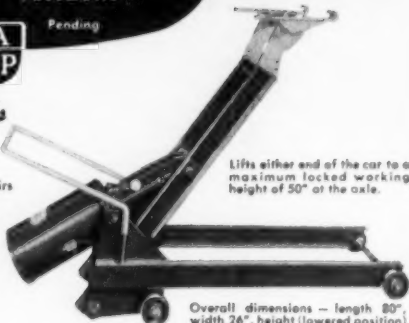


Pending

FOR  
GARAGES  
CAR DEALERS  
SERVICE STATIONS

*Scores of Hard Jobs  
Made Easy*

Body and Fender Work  
Under-coating  
Wheel Jobs  
Crankshaft Grinding  
Steam Cleaning  
Re-bushing  
Inspection  
Under-car Repairs  
Car Washing  
Shock Absorber Work  
Paint Shops  
Muffler and Tail Pipe Work



Lifts either end of the car to a maximum locked working height of 50" at the axle.

Overall dimensions — length 80", width 26", height (lowered position) 35".

## Pays for Itself in 6 Months

One hour of labor saved per day will pay for it in six months ... after that it is clear profit.

The Automatic One-End Lift is a sure money-maker for the car dealer, independent garage and service station. It saves time and effort on many service and repair applications ... ideal where full size Lifts cannot be installed or as an auxiliary Lift ... rolls back into a corner when not in use ... occupies only about 2'x 6½' space.

Its use permits you to handle more jobs in less time at more profit.

WRITE FOR BULLETIN 601.

ASK YOUR JOBBER TODAY  
ABOUT AN AUTOMATIC ONE-END LIFT

**LOCKS STEEL ON STEEL AT ANY OF 6 WORKING HEIGHTS**



AUTOMATIC STEEL PRODUCTS, INC. • CANTON 6, OHIO

**Independent Servicemen: Count on Quality Parts for Quantity Sales**



It's money down the drain to have even one dissatisfied customer. It pays to get fine parts—genuine Chevrolet parts. The use of Chevrolet parts, precision-engineered for uniform quality and lasting efficiency, will help promote you as a top-flight service establishment.



**Let Your Local  
CHEVROLET DEALER  
Serve You!**



Your local Chevrolet dealer stands ready, willing and able to help you solve your parts and service problems. He can help you give your customers faster, more efficient service when you draw on his large and balanced stock of parts.

**FOR YOUR BEST DEAL...  
DEAL WITH YOUR CHEVROLET DEALER**  
YOUR PARTNER IN SERVICE



## Trouble-Shooter Sells

(Continued from page 64)

take their business elsewhere.

"All the heavy artillery of our general promotion was going right over their heads," Ross said. "We wouldn't have known anything about it 'til three months later when our customer-service check would have turned it up, maybe too late. But the daily personal calls, plus our automatic double-post-card follow-up, caught these things in time. Even so, we had

to go after them and pay the customers the compliment of an individual call."

In the ten per cent of the cases where the shop is at fault, even in a contributory or marginal way, Luby's makes instant and generous adjustment.

But no matter whose fault it is, Glantz never loses sight of the fact that there are two angles to every complaint—the real trouble and the attitude in the customer's mind. He doesn't consider his job done until the latter

is cleared up satisfactorily.

"No part that we can install in a car," he says, "will bring that machine back into our shop. That decision is made by the customer's private 'steering gear.'"

The kind of trouble that Glantz really gets a bang out of is when a man is squawking about a recent motor overhaul but really has serious, although early-stage, clutch or transmission trouble. He calls it a "three-for-one." He settles the complaint about the old repair, gets a new job for the shop and is able to convince the customers that Luby's alert service has saved him a breakdown and a lot of money.

But all complaints are not open and shut and occasionally there is real bitterness over a repair when the trouble-shooter feels absolutely sure that a major adjustment is not justified. Glantz always stalls a little when the customer is really upset. He asks if he can take the car back to the shop and check it. This breaks the tension and gives the owner the feeling that something is being done.

### What of Serious Gripes?

When there is a serious complaint on an account of any importance, the matter is always referred to the manager. Ross works on the theory that no businessman would waste his time making a major kick unless he really believed something wrong with the service. If it plainly means more emotionally to a good account than it could possibly mean to Luby's financially, the firm gives the owner a compromise adjustment, right or wrong.

"Why should we spend thousands every month on promotion to get new accounts and then lose a good one over a fraction of the investment?" asks Ross. "It's really cheaper to hold the old ones than to get new ones as good. We're not here to win an argument and lose a friend. Some of these people are under keen business pressure and their nerves are often tense. With a man of this type one generous adjustment can cement him to us for life. Once we've inspired this kind of confidence, we usually don't have any more kicks."

Glantz recently had a case of a trucking company which brought a used truck from which the reconditioning staff had not removed the previous owner's adapters for over-sized tires. Since these



## IN BIG DEMAND!

### Sensational New MARVEL INVERSE OILER NEW 1 QUART SIZE WITH VISIBLE OIL SUPPLY

Here's the famous auxiliary lubricating oil system—in a sensational new, low cost 1 Quart size—that meters MARVEL Mystery Oil to critical upper cylinder engine parts precisely in accordance with the demands of the engine under load. This new, compact OILER, with visible oil supply, functions on the same exclusive MARVEL principle—inverse-ly to manifold vacuum—retarding feed when throttle is closed or at engine idle. You'll keep ring, piston and valve wear down and performance way UP by installing the MARVEL INVERSE OILER on every car, truck and tractor engine. Universal bracket—easy to install. There are other 2 and 4 Quart models available, with steel supply tanks, for heavy duty service. Ask for the facts.

NATIONALLY  
ADVERTISED  
new low price  
only \$11.20  
LIST

## MARVEL MYSTERY OIL

The nationally recognized leader among oil improving Additives. Added to regular motor oil, it shields vital engine parts from excessive frictional wear with its great film strength — produces a slow idle, faster engine pick-up and an even power pull. Give ALL your customers the benefits of a fast, smooth MARVEL changeover . . . you'll multiply your grease pit profits on every oil change.

# MARVEL MYSTERY OIL

EMEROL MANUFACTURING COMPANY, INC.  
242 WEST 69th STREET, NEW YORK 33, N. Y.



CASH IN ON THIS EXTRA HIGH-PROFIT SERVICE...

# Sell DRAFT-FREE Winter Driving

with DURKEE-ATWOOD

## DOR-TITE

**SPONGE RUBBER STRIP**

*Patented fabric back eliminates stretch and creep.*



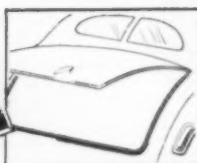
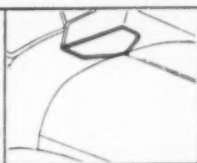
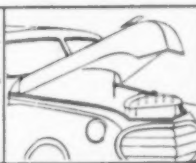
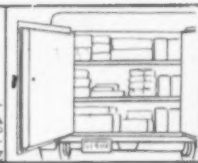
Make extra profits, build customer goodwill with this draft, dust and rattle eliminator. You charge for the Dor-Tite used and your time.

Nothing is more annoying to drivers than chilling drafts or persistent squeaks and rattles, and Dor-Tite takes care of them both permanently, in just a few minutes. Dor-Tite comes in many widths and thicknesses... there's a size to fit the need exactly. No glue or tools are required for installation. Dor-Tite's new super-tacky adhesive back sticks to any surface—steel, glass or wood and it holds like a weld.

Dor-Tite is available in convenient shop-size 50-foot rolls as well as regular 10, 15 and 25-foot packages. Ask your jobber about Dor-Tite now, and be ready for the brisk fall and winter Dor-Tite season.

### STOPS Drafts, Dust, Rattles and Squeaks!



			
<b>CAR TRUNKS</b> —Seals trunks against water and dust. Stops rumbles.	<b>VENTILATORS</b> —Replace leaky cowl gaskets with Dor-Tite.	<b>HOOD GASKETS</b> —A cushioning strip of Dor-Tite stops rattles.	<b>TRUCK BODIES</b> —Dor-Tite seals doors against dust, and weather.

## DOR-TITE

is the original, all-purpose sponge rubber strip

Durkee-Atwood Dor-Tite has a patented fabric back which prevents stretching during application—eliminates creeping.

**Dor-Tite sticks quick... stays stuck!**

### Sell it by the box too!

Dor-Tite has a thousand uses in cars, trucks, homes and shops. This colorful steel Dor-Tite counter merchandiser holds 48 packages of the six fastest-selling Dor-Tite sizes, and it sells by itself!



# DURKEE-ATWOOD

COMPANY

Minneapolis 13, Minnesota

adapters have to be kept tightened up, the company finds it safer as a rule simply to use longer stud bolts instead.

When the hub bolts on this truck broke, Glantz made an adjustment on the damaged tires but warned the driver about tightening the adapters. Several months and \$800 worth of other fleet-repair work later, three tires blew due to loose bolts on an out-of-state trip. Plainly the man was entitled to nothing, but Luby's split the whole tire-repair cost for

the second time, thereby losing the entire profit on the last major shop job, because the firm still felt partly to blame on the original sale.

"This'll put him in a position not to ask for any more 'breaks' for a long time," said Glantz. "He'll be buying a new truck soon and we'll be first in line."

"But once in a while," he continued, "We really have to crack down. We had a truck in for a check-up and then on a 300-mile trip it burned out a rod. The guy

must have thought we had X-ray eyes to be able to tell that the flexible oil line was ready to break. I had to tell him that he'd never have gone 300 miles if the oil pressure hadn't been up when the truck left our shop. We lost the account but we may be just as well off."

Service business has about doubled at Luby's in the past year and the loss of old accounts has been reduced sharply. Ross attributes a large part of this to the systematic, daily personal calls by a trained trouble-shooter of sufficient caliber to not only clear up old trouble but in many cases to keep new trouble from cropping up at all.

### Volume in Steam Cleaning (Continued from page 72)

bringing their cars in for steam cleaning. Many called to inquire what steam cleaning was all about.

Six months after the service was installed, Ohler had 10,000 handbills dropped in the open windows of cars on parking lots. Again, car owners stopped by to find out what the purpose of steam cleaning was. The educational campaign continues with the *Takoma Park Citizens Association News* carrying a monthly ad on what steam cleaning at Ohler's will do for a car. The ad costs Ohler about \$4 an issue and reaches about 2,000 neighborhood residents by direct mail.

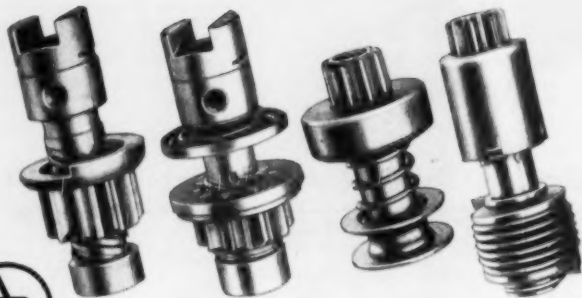
With the cost of steam-cleaning materials very low and labor spent on a complete job of motor and chassis about one and a half hours, gross profit realized is about 85 per cent.

The benefits do not end there. With every steam cleaning a lubrication job is always sold. Steam cleaning, furthermore, exposes worn and defective parts, so that frequently an additional sale is made of a fan belt, filter, spring packs, or shock absorbers. Oil changes are advised where necessary.

When defective parts are discovered or needed repairs exposed, notations are always made by the station men.

Some of the companies farming out their steam cleaning to Ohler's will permit Ohler's to make the repairs; others prefer doing it themselves. In any case, the findings are always made known by telephone to the car dealers or

# ACCURATE DRIVES MAKE MORE MONEY FOR YOU



### REPEAT BUSINESS • LOW INVENTORY COST • DEPENDABLE SERVICE

ACCURATE Rebuilt Drives are better, too! Better because of the ACCURATE Perma-Weight gear and the Perma-Seal clutch. And remember there's a complete ACCURATE Starter Drive Service for every vehicle! Write today for the new ACCURATE Catalog No. 26.

#### ACCURATE PARTS, INC.

Kokomo 3, Indiana

#### ACCURATE PARTS-WEST

Oakland 3, California

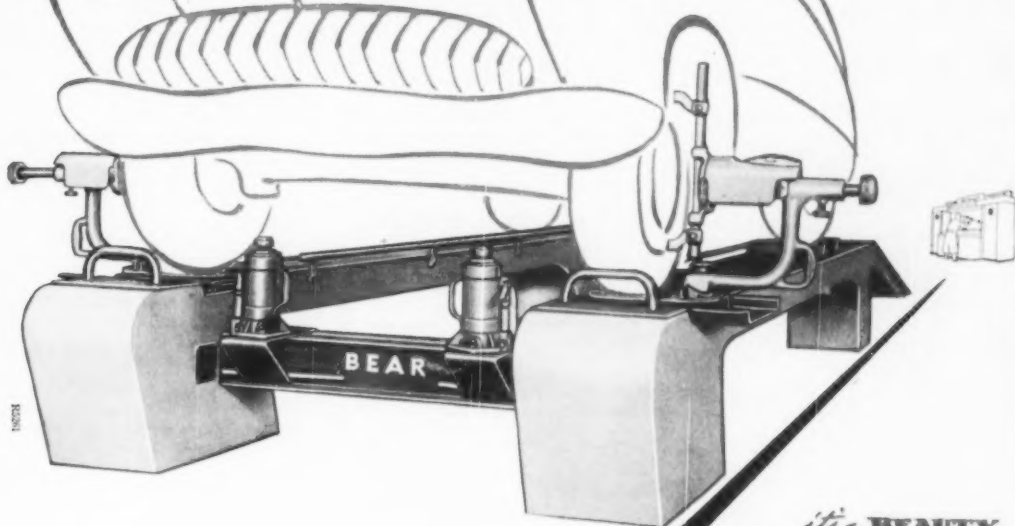
Export Div., 1041 Perry St., Detroit 1, Mich.

ASK FOR *Accurate* . . . KNOW YOU ARE GETTING THE BEST

WAREHOUSED BY: Tripp Auto Elec. Exch., Atlanta • H. & M. Parts Whse., Jacksonville • D & C Prod. Co., Richmond • S & S Sales Co., Nashville • Kimco Auto Prod. Co., Memphis • Lec. Electric Co., Dallas • Metro Auto Elec. Co., Amarillo • Waco Arm. & Gen. Wks. Waco • Howard Campbell Co., San Antonio • Houston Parts Whse., Houston • Unit Parts Co., Oklahoma City • Manufacturers' Parts Whse., Kansas City.

**the new streamlined BEAR 115-88**

*All Ways... it's a*  
**BEAUTY**



*it's a BEAUTY*  
for attracting profitable new business  
to your shop.

*it's a BEAUTY*  
for turning out faster moving, higher  
profit front-end jobs!



**You get all these EXTRAS — with the New 115-88 Service!**

● Handles complete front-end and steering services on all cars and light trucks including the new low fender models.

● Streamlined, yet extra rugged for long, tough service.

● 20" height speeds work—makes mechanic's job easier.

● Fool-proof square and level principle assures simplicity, accu-

racy and speed in checking alignment angles.

● Includes all the tools needed to do the job.

● Tools available to handle axle and rear housing correction.

● Stops on front of runways for greater safety.

● Includes the powerful new Flex-O-Power Unit that gives you 12 tons of hydraulic pressure.

NATIONALLY ADVERTISED  
**POST**

**"BEAR" SAFETY SERVICE**

Trade Mark Reg. U. S. Pat. Off. R5261



owners of the vehicles.

Steam cleaning has brought Ohler's an increase of 20 to 25 per cent in repair volume alone.

"Many good repair jobs that might otherwise slip through our fingers are caught in steam cleaning," Ohler observed. He cited examples of repair jobs that fell to them through steam cleaning.

A car was brought in for a steam cleaning and during the process it was noted that shackles, kingpins, bushings and tie-rod ends were defective. This yielded

a \$35 repair job which otherwise would have gone unnoticed or fallen to someone else.

In another case where a steam cleaning was recommended because of the dirty condition of the engine, the bad brake and steering linkage was exposed. Correction of this resulted in a \$12 repair job—plus the appreciation of the car owner for having been spared a much larger repair bill in the future.

At present Ohler maintains one man on full-time steam cleaning.

He averages about 20 jobs a week or nearly 100 a month, sometimes running over that. Steam cleaning a motor brings \$3.50, a chassis \$7, or \$10.50 for the complete job.

A complete steam-cleaning job on a truck brings \$12.50 to \$15, depending on the size of the truck.

### "Rent a Stall and Overhaul"

(Continued from page 71)

comes in at night. It is also kept open seven days a week.

Some of the tools provided include body-straightening tools, greasing equipment, brake machine, hydraulic press, electric and acetylene welding equipment, wheel-balancing and front-end machine.

Another feature of the business is that the customer may remove his engine and have it overhauled and rebuilt by the garage owner and then may re-install it himself with a test run under competent supervision. This is a popular phase of the business. It permits a person who is not competent to do a complete overhaul to do a lot of the routine work and save on the job.

Now and then a tourist rents a stall. For instance, an Army sergeant who was being transferred from his post in the east to a post on the west coast decided to stop and install a rebuilt engine before going further.

Most of the customers like the service so well that they come in often to complete repair projects.

### Vokar Purchases Rights To Dee Tee System

THE Vokar Corp., Dexter, Mich., has bought the sales and manufacturing rights to the portable Dee Tee system of differential, transmission and over-drive cleaning from the Circo Products Co., Cleveland, Ohio.

A controlling interest in Vokar was acquired in 1949 by Steven B. Wilson, T. H. Belling, James E. Bigwood and Ralph Card, officers of the Fram Corp.

Operating under the principle that "heat lost is power lost," White Motor Co. engineers have developed an engine cooling system which employs a powerful centrifugal pump which circulates water at the rate of 5,100 gallons an hour.

## YOU ARE GUARANTEED PROFIT! With This Amazing New Machine



**NEW Model 50 PETERSON SURFACE GRINDER**  
Grinds warped cylinder heads to .001 accuracy with amazing speed. Also grinds blocks, manifolds, clutch plates, flat fly-wheels and many other flat surface castings. Grinds average warped cylinder head in less than 10 minutes.

**DUST PROBLEM SOLVED**—Exclusive "Cyclone" dust collector, supplemented by a triple fibre glass filter unit banishes dust problem usually encountered in grinding operations.

**OTHER FEATURES:** (1) No set up needed. (2) Any man in your shop can operate. (3) VIBRA MOTIVE action permits fast, accurate cut with level stone.

### BIG DEMAND - NEW FIELD

Model "T" Days Are Over

Lightweight, high compression engines demand this new head grinding service. Nation wide survey shows 8 out of 10 cylinder heads are warped. Put a Peterson grinder in your shop. If you act now, it will put you in a new field that is wide open with no competition.

Over a Thousand Satisfied Users  
Purchase **PETERSON Surface Grinder**  
**ON 30 DAY TRIAL**

**MONEY-BACK GUARANTEE**

### ALL MAKING MONEY

Average Take — \$18.00 an Hour

Follow the example of these smart job-bets who are reaping big profits with this new grinder purchased on the Peterson Money-Making Guarantee.

"Use our tested merchandising plan for 30 days. If you do not make money, return the grinder for full refund. We pay the freight both ways."

Profitable in towns as small as 3,000 pop. There is one case of four machines in one town of 15,000 population, all making good money.

### PROFITS PAY FOR GRINDER IN 60 DAYS

Five Man Shop  
Proves Value of  
Peterson Grinder

Joe Bruno, owner of Bruno Piston Ring Service, Chicago, like hundreds of other jobbers, says, "It's the most profitable operation in my shop." Installing his machine on Dec. 24, 1948, by Feb. 22, 1949, had matched his investment with profits. He now makes \$30 to \$50 per day from this machine alone.



Joe Bruno



Del Peterson,  
President

**Proof? "MY FILES ARE OPEN"**

I'M SO DAMNED CONFIDENT MY MACHINE IS A MONEY MAKER THAT I WILL SEND YOU THE NAMES OF SOME PETERSON GRINDER OWNERS NEAR YOU SO YOU CAN GET THEIR STORY FIRST HAND. OR, IF YOU'RE STILL NOT CONVINCED, I'LL LET YOU SEE MY ENTIRE LIST. WRITE ME!



Call, Wire or Write for Full Details TODAY

**PETERSON WELDING LABORATORIES, INC.**

1423 Virginia Street, St. Louis 11, Missouri

Please send me complete information about the Peterson Surface Grinder and names of owners near me. (Please check one below.)

☐ I buy my machine work from another company ☐ I operate my own machine shop

NAME \_\_\_\_\_ FIRM \_\_\_\_\_

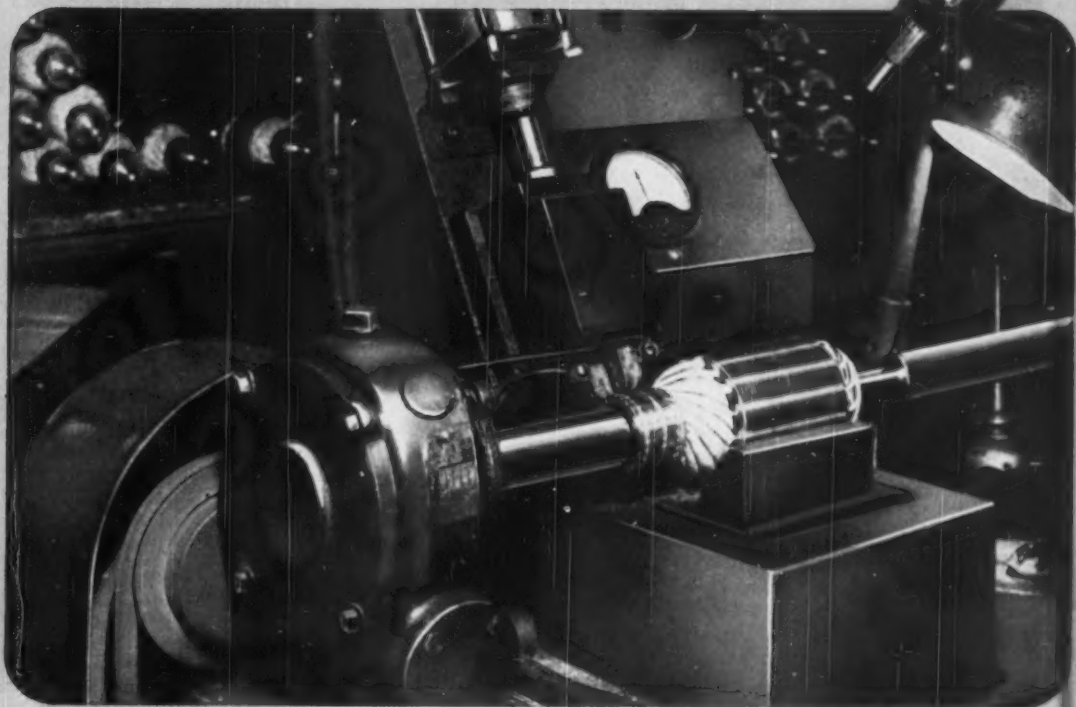
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_



# Tested Quality

HELPS YOU DELIVER

AMERICA'S FINEST ELECTRICAL SERVICE



Before and after armatures are impregnated in insulating varnish and baked, they are tested to insure freedom from imperfection including shorts, grounds and incorrect connections in the winding.

ORIGINAL

**AUTO-LITE**

**SERVICE PARTS**

YOUR established reputation is your most valuable asset — an asset you can protect only when your fine workmanship is matched by parts of unfailing quality. It costs real money to get customers. You can hold them for continued volume and profits only when you deliver full satisfaction . . . that's

why it's so vital you combine your honest workmanship with the tested quality of Auto-Lite Original Factory Parts. The importance of this quality is proved by this fact: more than half of America's car makers specify Auto-Lite. To find how Auto-Lite can help you write to

THE ELECTRIC AUTO-LITE CO. • Parts & Service Division • Toledo 1, Ohio  
Canadian inquiries should be addressed to Sarnia, Ontario



## Auto-Lite Engineering Assures Dependability



**RAW MATERIAL TESTS** . . . all materials must measure up to predetermined standards before they are released to production.



**ENGINEERED SPECIFICATIONS** . . . scientifically developed for every part. Nothing left to chance. High quality assures dependability.



**CONTINUING IMPROVEMENTS** . . . by the foremost engineers working in one of America's great engineering laboratories.



**APPROVAL OF LEADING CAR, TRUCK, AND TRACTOR MAKERS** . . . as original equipment, after most searching tests by engineers.



**FINISHED PRODUCTS TESTS** . . . every component and assembly passes repeated tests, checked constantly with laboratory research.

*Money cannot buy better Automotive Electrical Equipment*

## Every Man Got a Lift

(Continued from page 69)

constantly that they had aching shoulders and necks.

"That was only because they were using sets of muscles that had been neglected. After those muscles got accustomed to the hoists, the complaints stopped and now everybody, including mechanics who have been with us 20 years, is sold on hoists right up to the eyes.

"Today we have nothing but

praise, since a mechanic on the line is under the car three-fourths of his time. And with only dash and motor work being done on top, 75 per cent of the line hoists are actually in the air all the time."

Snyder says his job of selling mechanics followed the job of selling management on the mass installation. Management wanted six or seven hoists on an experimental basis.

But Snyder stood his ground and insisted on at least 22. He

could visualize the discontent in the shop after a token installation, with six or seven mechanics on that many hoists earning 30 per cent more than companions on the same work.

Almost every day now there is an illustration of the value of hoists in reducing time required on standard operations. One such example is related by Snyder.

"One afternoon at one o'clock we got in a clutch overhaul job," he says. "Now, our manufacturer rates that job at 4.2 hours, but one of our good mechanics had finished at 3:15, requiring only 2.25 hours. Then, however, we found that the transmission was shot.

"We called the customer, who absolutely had to have the car that evening, and he approved the transmission job. The transmission job is rated at 6.2 hours, but it was finished just before 5:30.

### Finished in Half the Time

"Therefore, in a little less than 4½ hours we completed two jobs that the manufacturer said would require 10.4 hours. We couldn't possibly have done those operations in that time without hoists."

A number of requests, including one from the factory, have been made of Snyder for extended information on performance of mechanics in time saved with hoists. Snyder would like to compile such information for his own satisfaction and that of management.

But since the expansion program Service Manager Snyder has been so busy, along with everyone else, that such figures must wait.

Besides, management is thoroughly sold now, happy that Snyder put up a battle for 22 hoists instead of six or seven. The management and Snyder both know what hoists have done for the service department, so the service manager is keeping his hands full with the additional business made possible.

The state of Connecticut recently found that more than 20,000 out of 45,000 applicants for driver licenses had inadequate vision that might lead to accidents. Yet less than 25 per cent of these people were wearing glasses, and 15 per cent were completely unaware that their vision was not up to par.



## Only JETOMATIC washes cars Automatically!

**NEW PROFITS** — In only five minutes the new JETOMATIC auto washer automatically washes a car, cab or panel truck. At \$1.50 each, that's \$144 per day! The first machine of its kind, JETOMATIC also saves you money on soap, water, air, electricity and manpower!

**ADDED SALES** — Because it minimizes mitting, you can attend other customer's needs while it washes a car. It pressure-sprays water, then soap solution, and finally clear-rinses . . . automatically! It promotes oil, gas and service sales because customers come to see its spectacular performance.

**GREATER EFFICIENCY** — Its own 125 pounds per square inch pressure relieves your own air compressor for hydraulic lift, lubricating equipment and air pump use. JETOMATIC can even be operated from a barrel of water!

**GUARANTEED** — Self-contained, it's easy to install, simple to operate . . . takes little room. Fully guaranteed. Write or wire for full profit story today.

**JETOMATIC INC.**

**ANSONIA, CONN.**

DISTRIBUTOR TERRITORIES OPEN.



# Want to make More Money?

→ Put this new American Brakeblok Program to work in your shop now!

**NO DEAL! NO SPECIAL ORDER!**

It sells brake jobs of all kinds — *in only a minute!* Finds extra business for you— *before pulling a wheel!* It's simple! It's easy! It's complete! If you haven't seen it call your NAPA Jobber at once!



*American*  
REG. U. S. PAT. OFF.  
*Brakeblok*  
**BRAKE LINING**

AMERICAN

**Brake Shoe**

COMPANY

AMERICAN BRAKEBLOK DIVISION  
DETROIT 9, MICHIGAN

## Dividends from 'Ad 8

(Continued from page 70)

Marks' over-all program.

"More important than the out-of-state business is the local business the ad has attracted," Marks said. "It seems strange in a way that some people would pay more attention to our small ad in the national paper than our larger ads and write-ups in the local papers. But that has happened in a number of cases. Some very good customers who now give us

business regularly were first brought in in this way.

"Maybe it's like the two men from the same neighborhood who went for years without saying more than 'good morning' to each other. Then one time they were traveling in another city and ran into each other. They greeted each other warmly, had a long conversation and went to dinner together. Maybe the surprise of seeing the name of a local firm in a place you don't expect to see it makes a stronger impres-

sion than it would otherwise."

Advertising in out-of-town newspapers or tourist guides probably would be a waste of money for garages and dealerships in areas which have relatively little tourist trade. But if the owners looked around they might discover some unusual medium particularly suited to their location. Or maybe a type of advertising already in use is reaching a market it was not expected to reach and with a little change could produce more business from this unforeseen market.

As for Marks, he recently signed up for a direct-mail program under which 200 post cards a month will be mailed to car-owners in his section of Jacksonville. A direct-mail agency compiled lists from car registrations and a city map so all names will be in his trade vicinity. The charge for the cards is about 4½ cents apiece and Marks thinks it will be a good investment.

It's a big jump from a national newspaper ad to a postcard for the man a block or so down the street. But the experiments don't require a lot of time or money and some of them pay off handsomely. When motorists drive into your shop and say, "I noticed your ad," you don't need an advertising statistician to tell you that you've found a good medium for your particular location.

## Mercury Production Hits The 1,000,000 Mark

THE 1,000,000th Mercury automobile produced since the car's introduction in 1938 rolled off the lines of the Lincoln-Mercury Division last month. The millionth unit brought the year's production total to 208,047, more than were built in all of 1949.

This production was made possible by the construction of three new plants in 1948 at Metuchen, N. J., St. Louis, Mo., and Los Angeles, Calif., Benson Ford, general manager of the Lincoln-Mercury Division, said. A 179-acre site for an assembly plant was recently acquired near Wayne, Mich.

Engineers at The White Motor Co. estimate that the original cost of a motor truck represents only 20 per cent of the total cost during the life of the truck. The 80 per cent covers operating cost spread over the years the truck is in service.

# Finger Test means Profits

as WARNER declares war on **SCRUM\***

With big, bold ads in the *Saturday Evening Post* every week during the season and dramatic point-of-sale displays, we're telling car owners coast to coast about the quick, simple "Finger Test" that proves the presence of sticky, scaly **SCRUM\*** in cooling systems.

And in every ad, every display, we're stressing the importance of removing **SCRUM\*** now—before adding anti-freeze—with **WARNER RADIATOR CLEANER** or **WARNER SERVICE CLEANER**.

Alert your customers now. Show every service and repair man how he can build a more profitable radiator service by tying in with this great campaign and using this *proved* 3-step approach to sales:

1. When servicing radiator, make the "Finger Test" first.

2. Prove to the car owner that his radiator is fouled with dangerous, clogging **SCRUM\***.

3. Sell him **WARNER RADIATOR CLEANER** or **WARNER SERVICE CLEANER** to remove all **SCRUM\*** and restore cooling system efficiency before adding anti-freeze.

\*Clogging accumulation of scale, rust and oil muck in radiators.

Make MORE money with  
NATIONALLY ADVERTISED



## WARNER RADIATOR CLEANER and WARNER SERVICE CLEANER

WARNER-PATTERSON COMPANY • 920 S. Michigan Ave., Chicago 5

# CASCO... Best Bet for Bigger Sales!

**IS YOUR  
AUTOFAN**

NOISEY  
ROCKETY  
BOUNDED  
INEFFICIENT?

Make it like new with a

**CASCO  
RUBBER-BLADED FAN  
HUB ASSEMBLY**

77% 60-65. Rubber  
bladed autofans.  
Installed in 5 minutes.

**\$1.75**



## CASCO GLASS WINDSHIELD DEFROSTER

• Securely fastens to windshield with 4 large suction cups. Knurled brass nuts permanently attached to frame. Allows one positioning of suction cups for entire season. Defrosting unit easily removed until needed again.

**NATIONALLY  
ADVERTISED**  
in Saturday Evening Post,  
Callie's and other  
top magazines!

No. A-15 for 6 volt systems **\$340**

LIST

No. A-16 for 12 volt systems **\$390**

LIST

## Finest! Most Dependable! CASCO SPOTLIGHTS

INNER CONTROLLED! SEALED BEAMS!



• Pierces deepest darkness • Turns in complete circle... left or right, up or down • Comfort grip with fingertip switch • Smart, streamlined chrome-plated • Separate pre-assembly insures no electrical disconnections.

JUNIOR: No. 540, Thru-the-Past Mounting **\$1650**

No. 535, Thru-the-Door Mounting LIST

Fair Traded

STANDARD: No. 541, Thru-the-Past Mounting only **\$1700**

LIST

Fair Traded

## Winter Sales Winners!

### HUB REPLACEMENT ASSEMBLY for 6" RUBBER-BLADED FANS

A huge market awaits you this Fall and Winter for replacing wornout 6" rubber-bladed fans of any make with a Casco Hub Assembly. Motorists need their fans in good working order to remove the blur of sleet and snow from their windshield. You get 6 Hub Assemblies in merchandising package, attractively mounted on selling No. F-14 display. Order now, and cash in.

### CASCO 2-SPEED 6" RUBBER-BLADED AUTO FAN **\$750**

LIST

• Chrome-plated metal trim and swivel arm • Die-cast motor case • Universal mounting bracket.



**NEVER FAILS TO GIVE SAFE VISIBILITY  
THROUGH SLEET, ICE, SNOW AND FOG!**

• New Exclusive Switch-Control Plug provides positive "on and off" heat control.  
• Unplugs at defroster with a simple "pull-off" operation.

**ONLY WINDSHIELD DEFROSTER MADE  
WITH SWITCH-CONTROL PLUG!**

Now... **1**  
IN SALES  
Coast to Coast!

## CASCO VISORS



Outstanding in style, finish and value! One models fits 90% of all cars. Choice of two beautiful, long-lasting finishes: Pearl gray Hammerlaid enamel on smooth aeroluminum (V-15 Series); silvery anodized aluminum, embossed and rigid. (V-1 Series.)

MODELS V-15 and V-1 fit all 1946-50 cars with center windshield dividers except 1947-50 Studebakers and 1948-50 Hudson • MOD-

ELS V-16 and V-3 fit Studebakers with windshield divider and 1939-40 Fords • MODELS V-17 and V-3

fit all 1946-50 cars with one-piece windshields except 1948-50 Hudson and 1947-50 Studebakers. Fair Traded

**\$1875**

**CASCO FOR NEW AND UNUSUAL AUTOMOTIVE ACCESSORIES, WATCH CASCO**  
PRODUCTS CORPORATION • BRIDGEPORT 2, CONNECTICUT



Southeast Repr: LAWRENCE M. HIRSIG & CO.,  
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIG-FRAZIER COMPANY  
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas



# *Now! 100% more protection*

**Why**  
today's driving  
conditions require  
this revolutionary  
new battery

**1**

Car owners are driving more than ever before — and more mileage means more battery wear. Batteries must have added stamina to withstand added mileage!

**2**

Batteries are being charged more — not only over more miles, but, also, at higher rates. Batteries must be designed to withstand additional charging!

**3**

Higher compression motors are here — and they require more battery power. For quick, sure starts in any weather, batteries must have added starting power!

**4**

Today, batteries are under the hood — for easier, quicker inspection and service. But under-the-hood batteries must be able to withstand under-the-hood temperatures!

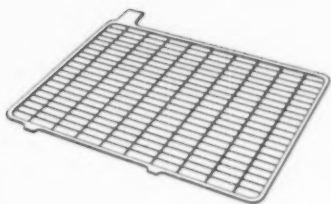


WILLARD PRIMAIRE BATTERY COMPANY • Cleveland • San Antonio • Dallas • Memphis • Portland • Toronto

# New Willard Super

# against the No.1 battery killer

# Willard *announces* METALEX



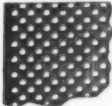


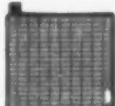
#### THE METALEX GRID—

Plus 4 other features—  
makes the new Willard Super Master  
custom-built for today's  
driving conditions. Ask the  
Willard Salesman for  
complete details!

#### greatest battery improvement in 25 years

Today, OVERCHARGING is the No. 1 battery killer. More batteries are worn out from this one cause than from all other causes combined! Overcharging strikes directly at the grids—corrodes them—fractures them—destroys their ability to retain active material—destroys their utility as current conductors.

But now Willard announces METALEX—a new and vastly superior grid metal, developed and perfected by Willard metallurgists specifically to combat damage by overcharging. And METALEX does so—stubbornly, effectively. METALEX provides a full 100% more protection against the No. 1 battery killer! METALEX l-e-n-g-t-h-e-n-s battery life. Available exclusively in Willard Super Master Batteries, METALEX gives Willard Dealers the most important single selling advantage any battery has had in a quarter of a century.

NEW	NEW	NEW	NEW
<b>IMPROVED RUBBER INSULATOR FOR LONGER LIFE</b>	<b>IMPROVED RUBBER CONTAINER FOR LONGER LIFE</b>	<b>IMPROVED SEALING COMPOUND FOR LONGER LIFE</b>	<b>IMPROVED ACTIVE MATERIAL FOR QUICKER STARTS</b>
			
Impervious to effects of high charging rates and high, under-the-hood temperatures... L-e-n-g-t-h-e-n-s battery life!	New design—heavily reinforced at points of stress. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!	Will neither crack in winter nor melt in summer. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!	So much more chemically active, that snap starts are assured—even in cars powered by the new higher compression motors!

# Master *with* METALEX

## GOT A GOOD \$5 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.

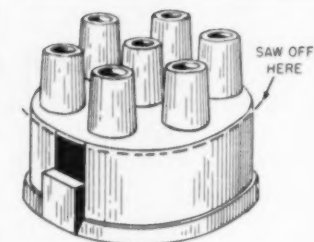


# Time SAVERS

### Speeding Valve Adjustment On Chevrolet Lifters

HERE is a good way to speed valve adjustment on hydraulic lifters in the 1950 Chevrolet Powerglide as they should be set in firing order:

Take a new or old distributor cap and saw off even with wire that plugs in. Then you can watch rotor and tell which valve to set for firing order. By using two alligator clips, a double-



strand wire and a push button, you can turn the motor to any desired place.

When hooked on solenoid, the push button can be used underneath for checking rods.—F. E. "Bum" Holliday, Bearings, Parts and Supply Company, Inc., Augusta, Georgia.

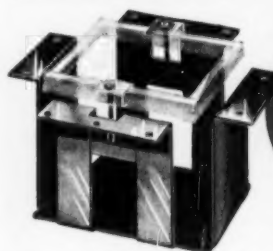
### When Holding Fender Cover in Place

CLOTH fender covers are hard to keep on fenders if the tie strings are gone.

We use two large battery clamps for clothes pins and pin the covers to some object under the hood.—L. W. Lefler, Lefler & Son Garage, Abilene, Texas.

### Keeping Distributor Cap From Blowing Off

WE HAVE experienced a number of cases of explosions and distributor caps blowing off De Soto and Plymouth cars. By pulling the distributor, we found that the vacuum chambers had developed a leak that was the



No. 565



No. 445



No. 522



No. 956

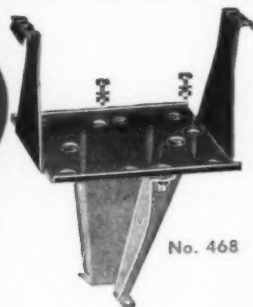
## CHAMP-ITEMS TO SPEED UP BATTERY SERVICE

- No. 565 Four Flange Battery Carrier Box, List \$3.00 ea.
- No. 445A Adjustable Battery Hold Downs, 9 1/4" x 7 1/4", List \$.90 ea.
- No. 445B Adjustable Battery Hold Downs, 10 1/2" x 7" List \$.90 ea.
- No. 445C Adjustable Battery Hold Downs, 19 1/2" x 4 1/4", List \$1.00 ea.
- No. 445HD Battery Bolt Clamp (for 445 ABC Hold Downs), List \$.20 ea.
- No. 522 Universal Battery Hold Down Bolt (all cars & trucks), List \$.25 ea.
- No. 956 Battery Post Shim (all cars), List \$.05 ea.
- No. 468 Battery Support Tray (for Chev. 1940-48), List \$1.50 ea.
- No. 963 Adjustable Battery Carrier, List \$1.75 ea.

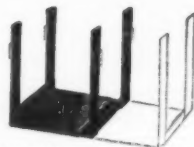
ORDER FROM YOUR JOBBER

CHAMP-ITEMS, INC.

6191 Maple Ave., St. Louis 14, Mo.



No. 468



No. 963

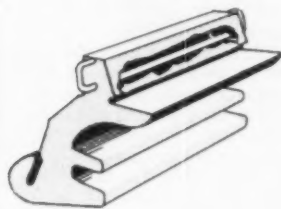


cause of the trouble.

Replace vacuum control unit to correct this and prevent cap from blowing off.—Morton Shor, Penn Brothers, Inc. (De Soto-Plymouth), Baltimore, Maryland.

### Holding Fender-to-Hood Bumpers on the Ford

**T**HE little fender-to-hood bumper on the 1949-50 Ford comes undone easily and sometimes loses out. We make a retainer out of 1/16-inch welding rod and fit



the bumper back into slot in the hood.

This will solve the problem and make the bumper stay in place permanently. — W. D. Roberts, Service Manager, Address Motors, Minden, Louisiana.

### Masking Radio Aerial When Painting Car

**W**HEN painting cars, it has always been a problem to mask and unmask the radio aerial. I use this method:

Take a piece of discarded heater hose about 24" long and slip it down on the aerial. About two turns of tape at the bottom will cover the nut and grommet. After car is painted, hose and tape are easy to remove. The hose can be saved and used time and time again.—Fred J. Wacaster, Schwee Cadillac and Pontiac Company, Hot Springs, Arkansas.

### When Installing Wires Through Grommets

**W**HEN installing accessories on cars, sometimes you have to run a wire through the rubber grommets in the fire-wall. Here is the way I do the job easily:

Take a piece of copper tubing with a little larger hole diameter than the wire to be used. Bend the end of the tube and push through grommet from opposite side from wire. Then push wire through tube and pull tube out.

—Fred J. Wacaster, Schwee Cadillac and Pontiac Company, Hot Springs, Arkansas.

### When Float Valve Sticks On Mercury Carburetor

**O**N SOME of the carburetors used since 1949 on Mercurys and Ford trucks, the float valves are apt to stick in a closed position, preventing the fuel chamber from refilling. Usually they stick once or twice and that's the end of the trouble, but where this con-

dition persists, it is possible to effect a permanent cure by using a part from another make of carburetor.

The valve from Stromberg part assembly No. P22498 fits nicely in the Mercury seat and the wire clip on the end can be slipped over the float lip so that when the float falls, the needle valve must follow it. It will be necessary to grind off about 3/32 inch from the lower end of the Mercury seat to allow the Stromberg needle valve to seat before the

## MULTIPLY YOUR PROFITS!

MORE JOBS X FASTER INSTALLATIONS =

## MORE PROFITS



## By Installing *National* Parts

You will have more business because you can easily sell these NATIONAL low-cost, preventive repairs at the first sign of lubricant leakage, noise or vibration around the "U" joint, ball-housing and ball seat. Unique NATIONAL PARTS restore cars and trucks to their original fine operating condition. And, lower-cost NATIONAL repairs can be sold when major repairs might otherwise be put off indefinitely. You can handle more jobs because NATIONAL parts and assemblies can be installed without tearing down the differential. Multiply YOUR profits with the NATIONAL Line!

### 1. DRIVE SHAFT BUSHING & SEAL ASSEMBLIES

Pat. No. 2,403,520

Saves Buying A New Drive Shaft. Repairs Worn Drive Shaft & Seal. Can Be Installed In One Hour Without Tearing Down Differential.

Assembly drives over shaft flush with end of housing. New front bushing in assembly fits over the "U" joint. Sell with every transmission and "U" joint repair job.

- Provides Greater Bearing Surface
- Eliminates Oil Leaks from Transmission
- Prevents Dilution of Diff. Lubricant, Due To Trans. Oil Leaks
- Stops Excessive Vibration and Whipping in Drive Shaft caused by Loose Bearings.
- Enables Repair to be made without Replacing Drive Shaft.

Now 6 Different Bushings to Fit All Models. For most Chevrolet Cars and Pickups, 1930 to 1950; Pontiac Cars 1933 to 1936; and most GMC Pickups.

### Other Parts in the National Line Include:

2. DRIVE SHAFT HOUSING REPAIR UNIT K-400  
Pat. No. 2,405,541
3. "UNIVERSAL" TRANSMISSION CASE BALL SEAT
4. UNIVERSAL JOINT BALL HOUSING KITS

Dependable performance assured—National Parts & Assemblies are the products of sound engineering and precision manufacturing.

Sold Nationally by Leading Automotive Wholesalers.

Write or wire for full information.

<b>CLIP AND MAIL COUPON</b>	Please send complete information		
	Name		
	Address		
	City	State	S-9



## NATIONAL MACHINE WORKS, INC.

AUTOMOTIVE PARTS MANUFACTURERS

P. O. BOX 4305

OKLAHOMA CITY 9, OKLA.

clip strikes the edge of the seat. No other alteration is needed.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

### Oil Demands Can Be Met, Porter Tells Oil Men

**T**HE American oil industry is better prepared than ever before to meet any national emergency, Frank M. Porter, president of the American Petroleum Institute, said in an open letter to oil men last month.

"Our domestic capacity to produce and refine petroleum has increased around 25 per cent since the peak demands of World War II, during which the armed forces of this nation and its allies never lacked for oil and all essential civilian needs were met," he said.

"In the months immediately ahead, with minor dislocations to be expected, we should be able to furnish all of the military demands for oil products and supply the civilian needs for gasoline

### Car Is Bright Enough To Dim Its Lights

A device that will dim the lights of a car when another car approaches has been developed by Floyd Willis, Jr., of Dallas, Texas, now a physicist in the Naval Ordnance Laboratory in Washington, D. C.

After the cars have passed, the bright lights come on again automatically unless there are a string of approaching vehicles.

The unit is about the size of a pocket flashlight and may be mounted in any position on the front of the car in which the lens can "see" the approaching lights.

If the gadget is on two approaching cars, lights of both will be dimmed.

and heating oils.

"Based on the assumption that the military need for oil will increase only as greater amounts of equipment and manpower are engaged in using it, there should be no demand in the immediate future that the industry cannot readily supply.

"As to the long-range view, no one can predict with complete accuracy what the military needs for oil products may be. . . .

"Although we cannot know all that is ahead, the record of our industry is reassuring. In the five years since the end of World War II, American oil companies have been rebuilding, improving and expanding their facilities and creating a substantial reserve productive capacity.

"Compared to the peak war year of 1945, total U. S. crude-oil production capacity has been increased 27 per cent, refining capacity has been increased 21 per cent and proved crude-oil reserves have been increased 24 per cent."

### Chrysler Changes Brake

A parking brake that is mounted on the propeller shaft and is independent of the wheel brakes is now being installed on Chrysler cars with Presto-matic transmission. It is of the internal-expanding type, the Chrysler announcement stated.

# Snugl<sup>®</sup> WHEEL BALANCING WEIGHTS

## REGULAR PASSENGER

Sizes 1½-1-1½-2-2½-3-3½-4-4½-5-5½ & 6 oz. For: Especially Designed For K or L Type Rim Flanges



FRONT ANGLE VIEW

*Passenger Cars, Trucks, Buses*

# K & L

## SPECIAL THIN PASSENGER

Sizes ½-1-1½-2-2½-3-3½ and 4 oz. For: Especially Designed For K or L Type Rim Flanges



FRONT ANGLE VIEW



CROSS SECTION



CROSS SECTION



SPRING STEEL CLIP USED



REGULAR PASSENGER



SPECIAL THIN PASSENGER



# WESTERN AUTO PARTS

MANUFACTURERS  
EXCLUSIVELY

KOKOMO, INDIANA

WHITTIER, CALIFORNIA



YOUR LETTERHEAD  
Now's the time

# Five minutes out of '50 means **VOLUME SALES**

## America's favorite grille guard —

HELMS—the guard, with  
"tailored to the car styl-  
ing," that anchors se-  
curely to the frame of  
the car.

Now available—a com-  
plete line of Helms Grille  
Guards and Helms Rear  
Guards for all America's  
Post War Cars.



The Helms Grille  
Guard



The Helms Rear  
Guard

**HELMS** INDUSTRIAL DEVELOPMENT COMPANY  
62 S Keeler Building  
Grand Rapids, Michigan

## CASH IN NOW WITH HELMS GRILLE GUARDS

Now, more than ever before Mr. and Mrs. America want grille guards — are demanding the guard that anchors securely to the frame of the car.

Recent surveys show that a great majority of new car dealer's customers want to be told about accessories for their cars — want to buy these accessories! All the dealer has to do is SUGGEST and he SELLS Helms Guards.

There is a Helms Grille Guard and a Helms Deck Guard for all makes of automobiles, 1946 through 1950. Always remember, Mr. Jobber, to specify the guard that offers steady sales to Jobbers and Jobber Salesmen, the Helms Guards that YOU SUGGEST and SELL.

**END RAILS FOR COMPLETE FENDER TO FENDER PROTECTION  
ARE AVAILABLE FOR MOST MODELS.**

Factory Representatives:  
CHARLES R. BERRY  
P.O. Box 651, CORAL GABLES, FLORIDA  
HERSIG-PRAZIER CO.  
P.O. Box 1140, Cotton Exchange Bldg.,  
DALLAS, TEXAS

# This kind of JAM costs you MONEY!

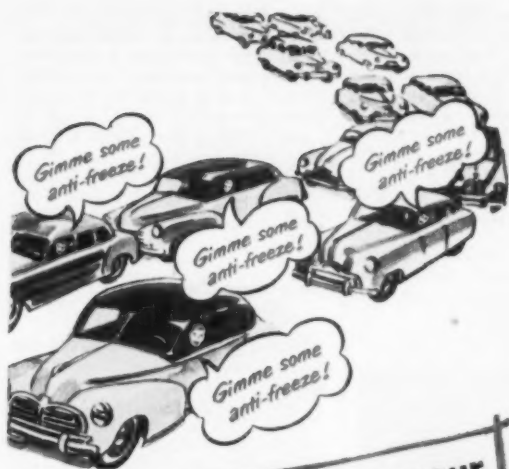


Here's an  
**EASY  
WAY**  
to avoid  
it

You've got to beat the freeze to get your fair share of the anti-freeze business and the cooling system service profits that go with it.

Your "Zerone"-"Zerex" anti-freeze jobber has a plan that will help you do this. It's called "Appointments for Profits," and it gives you all the materials and the know-how you need to schedule extra profit days before the freeze. With this plan you'll sell more anti-freeze and more cooling system chemicals, parts and service, too.

Call your jobber today. Ask him to show you this new program and the free selling helps that go with it.



**Yours FREE . . . from your  
"ZERONE"-"ZEREX" jobber**

This poster helps you sign up customers for anti-freeze and service before the first freeze.

**A LIST OF THE  
Smartest Motorists  
IN THIS AREA**



*Ask to see!*

This customer appointment book has enough space to sign up over a thousand dollars worth of business.



**44"ZERONE" 75%\***

**\$1.25 A GALLON**  
—Every year more motorists buy "Zerone" anti-freeze than any other brand. Order this fast-seller now, to be sure to get your share of the big market for standard-priced anti-freeze this fall and winter.

**44"ZEREX" 75%\***

**\$3.50 A GALLON—**  
"Zerex" anti-rust, anti-freeze is the new favorite among premium-priced anti-freezes. When you stock "Zerone" and "Zerex," you're in a position to meet the needs of all your customers.  
\*Reg. U. S. Pat. Off.



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950

## **BIGGEST "ZERONE". "ZEREX" ADVERTISING CAMPAIGN EVER RUN WILL SPARK YOUR SALES!**

**MAGAZINES.** 45 advertisements in 16 national magazines and farm papers—more magazines than ever before in "Zerone"-"Zerex" history. Opening gun is giant 4-page ad in "Saturday Evening Post." All advertisements urge car owners to get their cooling systems serviced by you when they install anti-freeze.

**BILLBOARDS.** While the ads hit home, a huge, nationwide billboard campaign will be telling the "Zerone"-"Zerex" story to car owners—while they're on the road, in their cars, near your station! 8000 billboards in 3000 cities and towns will be timed to appear in each local area when freezing weather is most likely to strike.

**RADIO.** At the height of the selling season, timely announcements on the famous Du Pont "Cavalcade of America" radio program will urge car owners to see you for a complete cooling system check-up and protection with "Zerone" or "Zerex" before the first freeze.

**DEALER HELPS.** In addition to the "Appointments for Profits" program, there's a complete point-of-sale advertising kit, free to all "Zerone"-"Zerex" dealers. It gives you an attention-getting window display, protection chart (all new models included) and money-making ideas. If you haven't received yours, be sure to ask your jobber for it. *And put it to work early.*

**COOLING SYSTEM SPECIALISTS PROGRAM.** If you haven't seen the revolutionary "Zerone"-"Zerex" "Cooling System Manual," call your jobber today. It's just one part of a complete Cooling System Program that shows how to spot and repair troubles; how to sell more anti-freeze, chemicals, parts and service. It comes complete with a special window identification that will tie you right in with the powerful advertising support Du Pont is putting behind "Zerone" and "Zerex" this fall.

## Do Business as Usual!

(Continued from page 67)

my office and asked how soon he could get a new Cadillac. I told him he could expect delivery in about 90 days, judging by the orders on hand and production schedules at that time. But he hit the ceiling.

"Ninety days! If I can't get it within a week, then it's no use. Don't you know that Cadillac has stopped making cars?"

I told him that I knew a lot of

top-level people at Cadillac, that we were in constant touch with the factory and that cars were still coming off the lines just as they had been. I gave him figures on the number of cars our own firm could expect to receive within the next month. But it didn't do any good.

"I can't understand it," he said. "You automobile men are always the last to know. It seems you would know these things about your own business before the general public finds out." We

think we stay well posted.

An attitude of "business as usual" can permeate a firm and help keep customers from getting excited and making current difficulties worse.

Let's keep close check on our operations. Let's keep alert. Let's stay flexible. But let's not hastily adopt a lot of policies and practices that may do more harm than good.

## Servicing the Horn Circuit

(Continued from page 83)

the wiring; if okay, remove the relay cover and fuse. Inspect for dirty or burned contacts and damaged insulation.

File the contacts with a No. 6 American Swiss cut equalling file until they are clean and bright. Clean all dirt from contacts, using lintless tape and carbon "tet."

Thoroughly clean the fuse, fuse contacts and holder and inspect fuse insulation. Be sure that armature operates easily without interference and tighten nut at bottom of magnet core.

Adjust armature air gap and contact to specifications.

Connect a variable resistor in series between battery and one relay control terminal. Connect the other control terminal to the other battery terminal. Connect a voltmeter to relay control terminals. Increase voltage slowly and note voltage at which contacts close. Reduce the voltage and note the voltage when contacts open. A test lamp in series with the battery and relay will indicate when contacts open and close. Adjust to specifications.

## Purolator Advances Abeles

James D. Abeles, formerly assistant to President Ralph R. Layte, has been named vice-president and general manager of Purolator Products, Inc., Rahway, N. J. With the company since 1940, Abeles was equipment sales manager before becoming assistant to Layte.

Two-thirds of the drivers involved in highway-crossing accidents were found to have defective vision on the side of the accident, according to a study made by Edwin D. Fletcher, examiner in charge of research, California State Division of Driver's Licenses.

**GOOD TIMING AND GOOD POINTS SPEND**

*Performance!*



Millions of ignition contacts are installed every year as preventive maintenance. Yet last year, over 4 million road failures were caused by ignition troubles. These facts prove that new ECHLIN Ignition Contacts should be included on EVERY tune-up job. Your customers will FEEL the difference and enjoy better performance when ECHLIN Contacts are installed.

**ECHLIN Ignition**

PRODUCT OF

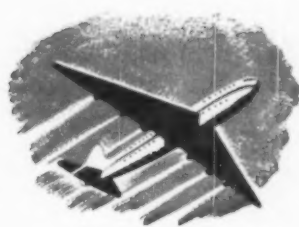


**CONTACTS  
COILS - CONDENSERS  
& OTHER AUTOMOTIVE  
ELECTRICAL PARTS**

ECHLIN MANUFACTURING COMPANY • 228 EAST STREET, NEW HAVEN 5, CONN.

**COMING SOON**

# Headline News from Hudson



**FOR '51**  
**New Skyliner Styling**  
**Inside and Out!**



**FOR '51**  
**Sensational New**  
**H-145 Engine!**



**FOR '51**  
**Spectacular Addition to a**  
**Great Line-up of Cars!**  
**The New Hudson Hornet**

**F**AMOUS "step-down" design steps out for '51! With advanced styling that is Skyliner inspired! With a miraculous new H-145 high-compression engine! With an all-new series of fabulous cars called Hudson Hornets!

The Hudson product—already 'way out front with advantages competition can't hope to duplicate any time soon—is now more glamorous than ever! The Hudson deal—already known as the fairest in the industry—is now more attractive than ever!

If you want a brighter future, take a look at what the Hudson Franchise has to offer. Take a look at the tremendous market coverage you get with Hudson for '51—with the lower-priced Pacemaker, the renowned Super-Six, the luxurious Commodore and the fabulous Hudson Hornet.

Write, wire or phone C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan. Get in with Hudson—and get a deal that's right for you!

## **4 MATCHLESS SERIES OF**

# New Hudsons for '51

**Priced From Just Above the Lowest**

Lower-Priced Pacemaker Custom • Renowned Super-Six Custom • Luxurious Commodore Custom • Fabulous Hudson Hornet



## War Touches Shops

(Continued from page 66)

the war looks any more serious they are going to get a new car or have the old one put in first-class condition. Volume of work is off 30 per cent. July was down 15.5 per cent from July, 1949. August was running about 20 per cent above July.

### Florida

W. C. Parkman, Bill Parkman's Garage, Lakeland — There has

been no effect on our shop and we have observed very little indication of repairs on older models. Volume is about the same as a year ago.

A. P. Clark, A. P. Clark Motors, Inc. (Chrysler-Plymouth), Orlando—The situation has increased shop volume about 20 per cent. Some new engines are being put in but the trend is not great. Volume is up 25 per cent over July, 1949.

Wood Motor Co. (Studebaker), Lake City—There has been no ef-

fect on our shop. Some owners of older cars have come in for estimates. July volume was up over July, 1949.

W. B. Cage, Royal Motors, Inc. (Chrysler-Plymouth), Jacksonville—The situation has increased volume about 20 per cent. There has been an increase of 30 per cent on repairs on older models. July, 1950, volume was up 20 per cent over July, 1949, and August was running ten per cent above July.

### Georgia

Walter Schlapp, Pontiac Master Auto Service (Pontiac), Augusta —It's too early to tell definitely. There has been a good improvement which might be seasonal. Moreover, we are in a new building, which also has an effect. July volume was up 20 per cent over July, 1949.

J. A. Evans, James A. Evans Garage, Columbus — There has been no effect on our shop. Volume is about the same.

Calhoun dealer — There has been no change in the service department. July volume was up five per cent over July, 1949.

Atlanta dealer — Customers want to trade for a new car rather than repair old ones. Shop volume is up six per cent over July, 1949.

### Kansas

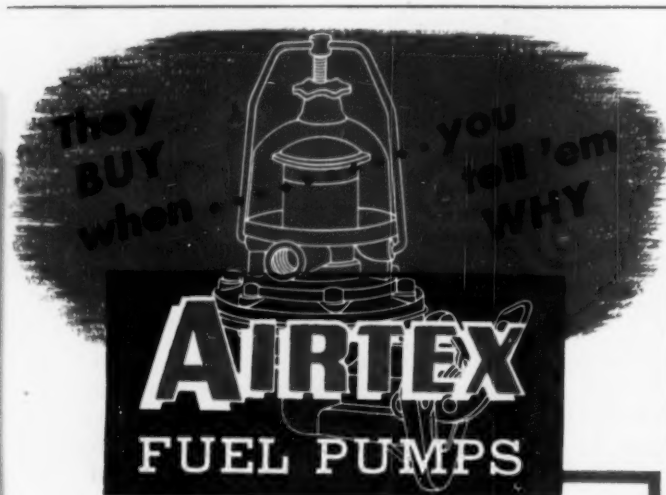
Robert L. Corrison, president of Automotive Trade Association of Greater Kansas City, Federal Garage, Kansas City—The situation has had no effect on our shop and we have observed very few indications that owners of older cars are having them put in shape. July volume was up 15 per cent over July, 1949, and August was running ten per cent above July.

K. E. Wilson, Suburban Motors (Kaiser-Frazer), Hutchinson — There has been no effect on our shop and we have noticed very little indication of older cars being put in shape. August volume was running 20 per cent over July. We were not in operation in 1949.

Lawrence dealer—We have noticed no effects so far.

### Kentucky

F. D. Elliott, Elliott Motor Co. (Dodge-Plymouth), Lancaster—Situation has increased shop volume 50 per cent. Volume in July was 25 per cent above July, 1949; August was running 20 per cent



## PERFORM Better... Longer!

**AIRTEX**  
Anti-Pulsation  
FUEL FILTERS  
with the  
SHOCK ABSORBER  
DIAPHRAGM



- Protects carburetor needle valve and float lever against wear
- Makes frequent carburetor adjustments unnecessary
- Gives smoother operation at idle and low speeds

### 50,000-MILE GUARANTEED DIAPHRAGM

- Won't crack, puncture, become porous or brittle
- Stays flexible through engine heat and fumes
- Withstands —35° temperature without stiffening
- Means quicker starting, less battery drain, fewer stalls, faster get away, longer life.



### PATENTED VALVE CAGE ASSEMBLY

- Eliminates internal gasket — prevents leakage caused by gasket wear
- Gives perfect seal between valve and body
- Provides instant, ample fuel flow to carburetor without back tracking



# GREATER PROFITS

and  
customer satisfaction



**fendix**  
UNDERCOATING

Every time you sell a new automobile, tell your buyers the facts about undercoating . . . facts told to you by the manufacturers of the great cars you sell.

Tell them . . .

"Quality undercoating, properly applied, will prolong the new car's feel and life of any automobile."

Tell them Fendix, sprayed on the underside of a car, adds *body* to metal parts, *reduces vibration*.

Tell them how it keeps nuts and bolts *factory-tight longer*, *eliminates squeaks and rattles* . . . how it *muffles engine noise* and that *drumming roar* you hear when on the open road . . . how it *insulates* against heat and cold.

Tell them how Fendix keeps out dust and water, *prevents rust and corrosion* . . . and keeps their trade-in value high.

Write or wire for Fendix Premium Program. It's a part of the business-building "Fendix Caravan."

NOX-RUST CHEMICAL CORPORATION

**fendix**

2429 South Halsted Street—Chicago 8, Illinois

Frank Brown, Brown Motors (Pontiac - GMC), Albany—Situa-

**Wilson Rice, Wilson's Garage, Catlettsburg**—A few are having older models put in good shape. Volume in July was 30 per cent above July, 1949, and August was running ten per cent above July.

David Duet, Duet Motor Co. (Willys-Overland), New Orleans—Old cars are coming in for repairs on the increase because of fear of shortage of parts. Volume is about the same.

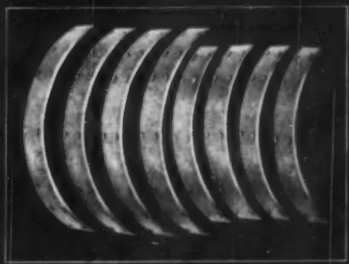
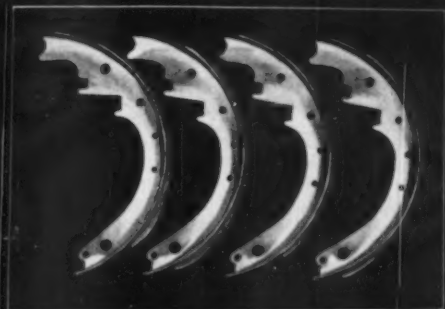
William Lolley, Lolley Motor Co. (Ford), Starkville — There have been no effects yet. July, 1950, volume was about the same as July, 1949. For the year to date my service absorption is up 22 per cent. July was off 34 per cent from June.

**Lee Roy Reese, Roy Reese Garage, Springfield** — The situation has cut off my work 50 per cent. The cars I handle now are older models by 25 per cent. While the majority of my work is fender and body work, it really is serious how it has fallen off as compared to last year. It seems



**STEELASTIC**  
STEEL-CLAD  
STEEL-CLAD

# 6 Facts



## about Buick Brakes —

**1 Riveted linings**—can be mounted with simple tools — no outlay for expensive equipment needed.

**2 Special thickness**—for replacement, you can get individual linings or complete brake shoe sets up to .030" extra thickness — to compensate for drums which are oversize due to wear or being turned on a lathe. This insures proper fit—minimizes squeal and chatter.

**3 Quality**—materials are the *best obtainable*.

**4 Overhaul kits**—contain all the springs and small parts which are subject to fatigue, and which should be replaced when a brake job is done, to make sure its done right. All in one handy package for you, at low cost.

**5 Discounts**—40% to the trade, on brake lining sets; 35% on overhaul kits; 30% on brake shoe sets.

**6 On sale**—at your nearest Buick dealer. Go to him for quick, friendly service whenever you need brakes or any parts for a Buick!

Do a quicker  
better job —



with Buick parts

See your Buick dealer

from those I talk to that they want repairs made on their cars but owing to the war they are putting it off. And there is nothing I can do or say that will change their minds.

**Springfield dealer**—There has been no noticeable change. July volume was about the same as July, 1949, and August was running under July.

#### North Carolina

**Luby Bell, Luby Bell Motor Co. (Chrysler - Plymouth), Mt.**

**Olive**—Our shop is busy but I think it is more the tobacco season than Korea. We have observed practically no indications of older cars being put in shape. July volume was about the same as July, 1949.

**G. H. Cox, Cox Motor Co. (Kaiser - Frazer), Washington** — We have noticed very little effect on the shop. Customers wanting to trade their old cars for new ones is the only change we can see. July shop volume was 15 per cent over July, 1949.

**Bill Caton, Caton Auto Clinic, Concord**—There has been no effect on our shop and volume is about the same as July, 1949.

**T. Q. Howe, T. Q. Howe Garage, Gastonia** — There is less shopping around. Some few are getting concerned about the condition of their cars. Some people had been putting off some repairs hoping to get a new car or trade for a late model used car, but the Korean situation has taken this out of the mind of some and therefore they are thinking more of repairing their present cars. Others who have not tried to get a new car before are now trying very hard to get one. These folks will eventually have their old cars repaired if they can't get a new one.

**I. H. Murrell, Keiths Garage, Charlotte**—There has been no noticeable change. Volume is about the same.

**Woodrow W. Oakes, Oakes Motor Co., Inc. (De Soto - Plymouth), Salisbury** — July shop volume was 20 per cent above July, 1949, and August was running 20 per cent over July.

**E. W. Hoots, Hoots Motor Co. (Kaiser-Frazer), Winston-Salem** —There has been no effect on our shop. July volume was down 30 per cent from July, 1949.

**C. G. Conn, Jr., Conn-Gower Pontiac Co., Raleigh**—The situation has not affected our shop. August is seasonally better than July. August, 1949, was 15 per cent better than July, 1949. The trend this year is better than 1949.

#### Oklahoma

**Chris W. Randall, Randall Motor Co. (Ford), Perry**—The customers' attitude toward repairing old cars has increased considerably in past weeks. If new and late-model used cars were available, we possibly would not be repairing any more of the older cars now than a year ago. July volume was 15 per cent over July, 1949, and August was running five per cent ahead of July.

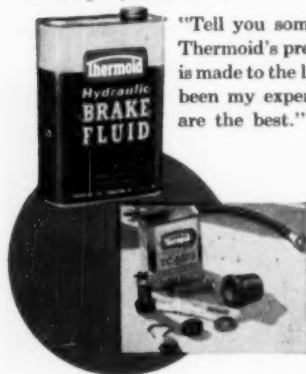
**Earl M. Mathes, Earl's Garage, Hugo**—Business in July was off 75 per cent but it was picking up in August. I have installed several engines.

**Vernon C. Nightengale, Nightengale Garage, Fairview** — The situation has had no effect on shop volume but estimates of repairs are being taken. Due to seasonal slow period at this time



## "Yes, Sir! Meets or exceeds SAE Specifications!"

"I used to think nearly all makes of Brake Fluid were pretty much alike. But I learned my lesson—after getting into plenty of hot water with my customers. Now I buy all my Brake Fluid from Thermoid. I figure that Thermoid's long experience and specialized knowledge in the field of brake maintenance, plus their close association with car manufacturers, enables them to make Brake Fluid that is completely dependable in quality and performance. And—Thermoid's Brake Fluid meets or exceeds SAE specifications, too!"



# Thermoid

Brake Linings • Clutch Facings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Thermoid Precision Process Equipment.

Thermoid Company • Trenton, N. J.



of year, business is up very little compared to last year. Poor crop year and war situation have not produced or brought in much extensive repairs of cars later than 1941 models. Most customers are still going slow until they can determine how new cars and tractors are going to hold up in production and delivery. There are more complete repair estimates being made at this time and talk of parts and repairs being difficult to obtain if this picture changes.

**R. V. Dimmitt, Dimmitt's Garage, Pryor** — The situation has boosted shop volume 25 per cent and about 50 per cent of the owners of older models are considering having them put in good shape. July volume was 40 per cent over July, 1949, and August was running ten per cent above July.

**Sam Dawe, Dawe & Dawe, Blackwell** — Volume in July was down 75 per cent from July, 1949.

**Floyd E. Pruden, Pruden Motor (Dodge-Plymouth), Altus** — Shop volume was up 100 per cent but scare has subsided and it's back to normal. July was ten per cent over July, 1949.

**Cleveland dealer** — There has not been much effect though there are indications that owners of older cars are having them put in shape. July shop volume was 20 per cent above July, 1949, and August was running ten per cent above July.

#### South Carolina

**M. Curran Bridges, Bridges Motors, Inc. (Packard), Greenville** — Our shop is running about the same. July, 1950, was up eight per cent over July, 1949.

**Jack James, Chipley Motors, Inc. (Hudson), Greenwood** — There has been a decided upswing, though there has been small indication that owners of older models are having them put in shape. July shop volume was up 20 per cent over July, 1949, and August was running ten per cent above July.

**Reuby L. Beard, Beard's Garage, Columbia** — Repairs on older models are up 25 per cent and July was up about 25 per cent over July, 1949.

#### Tennessee

**Frank McNutt, McNutt Motor Co. (Chrysler-Dodge-Plymouth), Marijeville** — We have had some

additional business from owners of older cars. July volume was up about 15 per cent over July, 1949.

#### Texas

**Talley's Garage, Commerce** — Business would be good but the people that need the work and parts are broke and obligated more than they can make. Collections are slow. One out of ten can pay cash for a job that amounts to over \$50. The rest want 12 months to pay. July

volume was down 75 per cent from July, 1949.

**Grover Foltz, Foltz Garage, Baytown** — The situation has boosted volume about ten per cent. July was down five per cent from July, 1949. August was running ten per cent over July.

**K. R. Stokes, Stokes Garage, Port Arthur** — Old-car repairs are down 15 per cent. New-car service and adjustments are up ten per cent. July was up 15 per cent over July, 1949, and August was

## BIG PROFITS—BIG BONUS!

### ...ON THESE FAST-SELLING

# RADIATOR SPECIALTIES






#### WHIZ KLEAN-FLUSH CLEANS

Powerful acid-type cleaner dissolves rust, scale, sludge and corrosion. No reverse flushing needed. Conditioner neutralizes acidic action.

#### WHIZ RUSTOP PROTECTS

Both a rust preventive and waterpump lubricant! A soluble oil-type product with extremely effective anti-rust properties. Excellent lubricant for sealed waterpump systems.

#### WHIZ INSTANT SEALER SEALS

Seeps into all places where leaks occur, and seals leaks solidly even after water is drained out. Will not clog or harm cooling system in any way.

SEE your WHIZ JOBBER or write direct if he cannot supply you!

## BONUS OFFER!

Handsome Zipper Bag is yours with WHIZ Deal No. 50-C

**REGULAR DEALER VALUE**  
\$22.44 plus tax



**18" PAR-PAK ZIPPER BAG**—Reg. \$3.00 plus tax. Made by VAL-A-PAK. Beautifully finished in simulated brown buffalo grain leather. Washable. Reinforced. Shape-retaining wire construction. Lightweight. Smart for traveling. Guaranteed against all defects.

BUY 1 DOZ. Klean Flush..... \$ 7.92

1 DOZ. Rustop..... 7.30

1 DOZ. Instant Sealer.... 4.32

**GET BONUS 18" PAR-PAK BAG N/C**

**YOUR SPECIAL DEALER PRICE \$19.44**

(This deal available on any other assortment of Whiz Radiator Products totaling \$19.44 or more.)



Member of N.E.M.A.,  
N.S.P.A. and A.E.R.A.

**R. M. HOLLINGSHEAD CORPORATION • Camden 2, N. J.**

LEADER IN MAINTENANCE CHEMICALS

Canadian Offices: Toronto • Warehouses: Dallas, San Francisco, Chicago

running ten per cent over July. We are just recovering from an oil-refinery-employee strike. This town is an oil center and the 5,000 employees that were out on strike were enough to affect my volume about 20 per cent. So I think the ten per cent increase over last month is just a partial recovery from the strike and in no way could be credited to the Korean war. Customers are not repairing. They are buying new cars as fast as they get delivery. They know not what they do.

**Austin garage** — Business has increased about ten per cent. We think that our business in repair work will continue to increase after the public catches up with their buying of tires, batteries, etc. The new-car situation here is affecting us. As soon as people find out what they can do about a new car, our business will level off. They won't have repair work done unless they find they cannot get a new car.

**Jefferson garage** — The situation has boosted our volume

about 25 per cent and quite a number of owners are putting older cars in shape. People seem to be eager to buy and don't argue about prices. More pay cash than did. July volume was up ten per cent over 1949 and August was running ten per cent ahead of July.

**Orange dealer**—There has been an increase in shop volume of about 25 per cent. Some work is being done to put older cars in shape. July shop volume was up 100 per cent over July, 1949, and August was running about 25 per cent above July.

#### Virginia

**Paul L. Lauritzen, Lauritzen Motors, Inc. (Nash), Richmond,** and president of Richmond Automobile Dealers Association — There has not been much change in shop volume. Owners of older cars are not putting them in shape to any great extent.

**C. E. Thompson, Green-Gifford (Chrysler-Plymouth), South Norfolk**—Repair work is gaining every day. Approximately 25 per cent of the owners of older cars are taking steps to put them in shape. July volume was up 50 per cent from July, 1949, and August was running ahead of July.

#### West Virginia

**Park Pontiac, Inc., Charleston**—As yet there is no definite change. July shop volume was down about ten per cent from July, 1949, but August was running above July.

**Berea garage**—There has been no noticeable change. Volume is about the same as last year.

**Keystone dealer** — There has been no noticeable effect on shop volume.

**Pineville dealer**—Shop volume has decreased 25 per cent as a result of the situation. July was 25 per cent above July, 1949, but August was running below July.

#### Chicago Gets Propane Buses

An order for 500 51-passenger, propane-fueled buses, said to mark the first large entry of the high-octane vehicles into the urban transit industry, has been given the Twin Coach Co. by the Chicago Transit Authority. Price of each bus was \$16,235. The order is believed to be the largest bus order ever placed by a transit system, Twin Coach officials said.

## THIS TOOL IS WORTH

# \$12,500

**ROTARY ELECTRIC  
IMPACT TOOL**



The shop that can do a 3-hour job in 1 hour and 5 minutes, is bound to make money, for that 64% saving in labor time is pure profit. This is the accomplishment of a well-known motor rebuilding company located in the Southwest, which uses four Ingersoll-Rand electric Impacttools in tearing down and assembling automobile engines.

The switch to electric Impacttools saved 115 minutes per engine, which enabled them to increase their production by 3 completed engines per day. This meant an additional clear net profit of \$231 per day, figured conservatively, or \$50,000 a year... \$12,500 for each Impacttool. Needless to say, the cost of the tools was amortized in just a few days.

Send for your copy of Report 5082-6 which gives all the names, facts and figures on this outstanding extra-profit story.

Ask your Jobber for an Impacttool demonstration

No Motor Burn-Outs,  
can't stall motor

No-Kick, No-Twist  
to operator

## Ingersoll-Rand

11 Broadway, New York 4, N. Y.

Originator of Impacttools—Air and Electric

540-18

Runs Nuts	Drills Masonry	Drives Studs	Bores Wood
Taps	Wire Brushes	Saws Holes	Extracts Broken
Reams	Drives Screws	Drills	Studs

## Car-Factory Outlook

(Continued from page 65)

gram. In fact, we are finishing our production run of the 1950 models today (August 18) and expect to be in volume production of the 1951 models by the latter part of September, with our official announcement to the public sometime the early part of October.

"I have attempted to give you our picture as of today and our plans for the immediate future. What will happen in the calendar year 1951 will be anybody's guess at the moment."

### STUDEBAKER

K. B. Elliott, vice-president in charge of sales, The Studebaker Corp. — "Developments growing out of the Korean war have not altered our plans for bringing out new models or affected plans for changes in new models.

"It is difficult, if not impossible, to make any predictions regarding possibilities or extent of production curtailment because of the major extent to which this question depends upon governmental policies and decisions. It is worth noting, however, that authoritative sources have estimated the military program as now contemplated will require no more than eight per cent of the country's steel capacity, this being less than was lost in the past year on account of the coal and steel strikes.

"If military requirements for steel do not greatly exceed those now foreseen, there would seem good reason to believe that automotive production and employment should not be seriously affected."

### CADILLAC

Don E. Ahrens, general manager, Cadillac Motor Car Division — "While it is obvious that an all-out military effort would draw heavily on basic raw materials, plant facilities and personnel, it is felt that the current requirements in both civilian and military goods can be met without significantly affecting the supply of consumer goods.

"On the basis of our present schedules, we are looking forward to a total of more than 100,000 cars during 1950, compared with 66,209 in 1948 and 81,545 in 1949."

### NASH

F. G. Sease, assistant general

sales manager, Nash Motors — "In answer to your question No. 1, we wish to say that at this time we are not in a position to make any forecast as to when, or what percentage, our production will be curtailed.

"With reference to question No. 2 regarding our plans for new models, we are proceeding on our original schedule and expect to announce in September (Sept. 21), as planned.

"Regarding question No. 3, we are of the opinion the industry

has to be flexible in any current or future planning to meet conditions as they arise. We are looking forward with this thought in mind."

### CHRYSLER CORPORATION

K. T. Keller, president, Chrysler Corp. — "There has been no direct effect on our business yet, but events are shaping up fast. If the government allocates steel, naturally that's going to slow down car production.

"We have been engaging for

**Badger** SHOCK ABSORBER LINKS and STABILIZER KITS

The Finest in REPLACEMENT PARTS & FACTORY DUPLICATES

A COMPLETE LINE OF FORD, CHEVROLET AND ALL POPULAR CAR MAKES.

With Badger products we display Dealers assure themselves of ever increasing Sales and Profits.

**TOOL & MANUFACTURING CO., INC.**  
1501 WEST POLK STREET CHICAGO 7, ILLINOIS

GET IT FROM YOUR JOBBEY

some time in production studies for the armed services, research projects and development of special items. We have production contracts for up-to-date models of military trucks.

"We, at Chrysler, have always believed in practical measures of industrial preparedness. If the Korean war remains a limited incident, we are prepared to continue our function of bringing up to date the public's transportation.

"If the picture changes for the

worse, we can move just as rapidly as the armed services decide what they want."

(In San Francisco he told a reporter of the *San Francisco News*: "It is too early to measure the impact of the Korean situation upon civilian vehicle production.

("If government controls, such as steel allocations, are adopted, motor vehicle output will have to be curtailed in some degree whenever military programs are ready to consume material. The

effect should not come sooner, unless steel is directed to less essential uses.")

#### OLDSMOBILE DIVISION

No immediate comment from the Oldsmobile Division was available but a news release late last month from S. E. Skinner, vice-president of General Motors and general manager of Oldsmobile, stated:

"Oldsmobile dealers throughout the nation delivered at retail, during the second ten days of August, a total of 10,308 cars to establish an all-time record for this period.

"This record figure, which was approximately seven per cent greater than sales for the comparable period last year, brings the sales of Oldsmobiles for the first 20 days to a total of 22,136 units.

"Oldsmobile Series '88' Rocket-engine cars continued in big demand, according to dealer reports, and were responsible for approximately 70 per cent of total sales. Used-car sales continued high in all parts of the country."

#### BUICK MOTOR DIVISION

In a news release on August production, Ivan L. Wiles, general manager of the Buick Motor Division and vice-president of General Motors, said:

"Buick sold 15,247 cars during the second ten days of August and total sales for the year are now near the 1949 sales record of 377,115 units.

"Sales for the second ten-day period are up 22 per cent over a similar period a year ago and total sales for the month to date are 32,631 cars.

"Buick's total sales up to August 20 this year amounted to 363,128 cars and at the present rate the 400,000th Buick should be sold before the middle of September."

#### Superior Breaks Ground For Kosciusko Plant

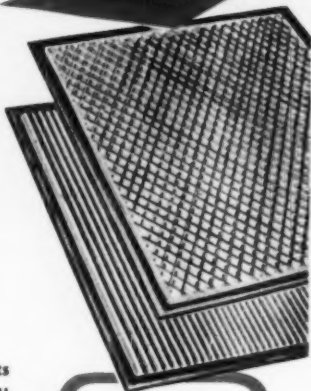
GROUND-BREAKING ceremonies for the \$2,500,000 plant of the Pathfinder Division of the Superior Coach Corp. were held last month at Kosciusko, Miss. Grading of the site and actual construction were to get under way the last of August.

The ceremony, held immediately after the awarding of the contracts, was attended by city and other local officials.

## Only MONKEY GRIP RUBBER CAR MATS have All these Profit-Making Features

1. Two fast-selling designs... Rib and Groove "sweep out" design and Deluxe Diamond "shake-out" design.
2. All new rubber, compounded in our own factory.
3. Five brilliant, popular colors; three sizes.
4. Shipping carton makes attractive counter and store display.
5. Designed for better fit in car floor spaces and wider use in home, factory, shop and store.

Yes, Monkey Grip Rubber Car Mats are designed and manufactured to sell faster, and priced for greater profits in jobber-to-dealer handling. Complete new catalog available through your jobber.



#### 5 Colors

TEXAS TAN  
WINE RED  
SPRUCE GREEN  
BLACK  
ROYAL BLUE

#### BETTER MONKEY GRIP CO.

PARTNERSHIP OF L. M. EVERETT & SONS

DALLAS • 5170 HARRY HINE BOULEVARD • TEXAS

★ BLUNT DIAMOND  
SIZZLE PATCHES

★ COLD PATCH KITS  
for Shop and Motorist

★ FRICTION  
TAPE

★ TRUCK SPLASH GUARDS



Here before your eyes is the handsomest auto cable you ever saw: Blue Streak Vinylite auto cable! And handsome is as handsome does: it's another one of those Blue Streak surprises.

You've heard about Vinylite — the tried-and-tested, grease-resistant, flame-resistant, water-repellent, tougher-than-mule-hide plastic. It's a natural for insulation, and Blue Streak thought of it first for auto cable.

See the slender, spaghetti-thin strand. Quite a change from the heavy conventional cable. Picture the way this sleek, polished Vinylite covering slips through a conduit. Then imagine this cable in colors — 8 vibrant colors: orange, yellow, green, blue, purple, rich brown and jet black. It's a sight simpler to trace a wire; you can count on that. Your jobber can give you complete information on gauges, colors and prices. Why put off a good thing for tomorrow when you can have it today?

*better your business...buy Blue Streak*

STANDARD MOTOR PRODUCTS, INC., LONG ISLAND CITY 1, NEW YORK



---

## **I'LL GIVE YOU DOUBLE YOUR MONEY BACK**

**if Advance Century White  
Sidewall Cleaner isn't the  
best you ever used !**

---

Thousands of service stations, every day, use Advance Century White Sidewall Cleaner. They prefer it to all others, because Advance Century has *proven* that it's best!

If you haven't been convinced by using Advance Century White Sidewall Cleaner, then make this simple test without risking a cent of your money!

*Order a can of Advance Century White Sidewall Cleaner from your jobber today! Use half of it! Watch those white walls on tires come clean like magic!*

This is a one-gallon-per-customer offer only, and applies to every service station in the United States.



Then, if you don't agree that Advance Century is the finest white sidewall cleaner you ever used or heard about, send the unused portion of the can to Advance Century (address below) and we'll give you **DOUBLE YOUR MONEY BACK!** Offer expires October 15th.

**ADVANCE CENTURY MFG. Co.**

P. O. BOX 781 GREENVILLE 1, S. C.

## JOHNNY SAYS...

"Here's How  
You Can Make  
An Extra  
\$50.00 a Week  
from Your  
Wash Rack..."



I've given you quite a few money-making ideas. Hope they're working out for you. This one is positively the best of all, and I'd like to see you use it. Truthfully, I make an extra fifty dollars a week with it, and so can you.

The secret is that you remind customers of an item they may often think about, but never seem to do anything about. They're 'sitting ducks' for a proposition like this one, and they'll love you for it. Next time a customer drives in, tell him how you can make his dashboard look as new and shiny as the day he bought his car.

Tell your customer that, for just a buck, you'll completely clean and wax his dashboard, and all the metal trim in his car. Tell him that when you're through, his car is going to have that freshly rubbed, shiny 'edge' to it that it had the day he bought it.

Then, after you've sold him the idea, take Advance Century Pre-Wax Cleaner and clean the dash, trim and chrome. Take a good past wax and apply it. A light rubbing makes the car sparkle.

That's the way I've been doing it, and the whole job takes just about 25 minutes. Every customer who's had it done is plumb tickled pink, and sends friends in, who become regular customers. As a matter of fact, I had some little cards printed telling of this service, and I give one to every customer. Works like magic.

There's another good way to make money out of your wash rack, too. And that is to use those other 8 Advance Century Products. They sure save me time and give my customers better jobs. Send me a card, c/o Advance Century and I'll send you a complete catalog with my compliments.

Be Seein' You Next Month...  
Johnny"

# New PRODUCTS AND CATALOGS

## 700—Horn Ring

A horn ring with an illuminated mirror and a vanity compartment, designed to fit Ford cars from 1941 to 1950,



is now available from Link Engineering Co., 13845 Elviro, Detroit 27, Mich.

The ring is 11" in diameter and has at the center a maroon plastic medallion which is the lid for a plush-lined case to hold lipstick, cigarettes, pencil, memo pad and other small items. Bulb on illuminated mirror comes on automatically when medallion is raised. The ring can be screwed in place.

## 701—Lock Compound

The Free-A-Lok, a liquid hermetically sealed in metal tubes to open frozen door and trunk locks, has been introduced by Durable Steel Automot-



tive Products Co., 1931 S. State St., Chicago 16, Ill.

The tubes are packaged in plastic carrying cases, complete with key chain. Cases come in red, blue, green and yellow. A display holding 12 units is available.

## 702—Car Visor

The 1951 Series 500 Aristocrat visor, featuring wrap-around design to fit hard-tops and cars with one-piece windshields, has been introduced by Vision-Visor Corp. of America, 831 S.



Wabash Ave., Chicago, Ill. A special bracket clamps visor to rain gutter without drilling holes. One model is said to fit most cars and trucks.

## 703—Shock Absorber

A direct-acting, hydraulic shock absorber featuring a different theory of viscous damping, is now being produced by Heckethorn Manufacturing and Supply Co., Littleton, Colo.

By reversing the standard method of mounting with the rod issuing from the bottom of the single cylinder, provision is made for air to be separated from the hydraulic liquid and lodged permanently at top of unit, smoothing the ride, a company announcement said. The piston permits the liquid to pass around the outside of the piston and also through orifices within the body of the piston. A thermostatic element controls flow of liquid in proportion to temperature change.

A special seal using a combination of steel, rubber and die castings retains the liquid within the cylinder. The unit is called the Columbus Luxury-Ride shock absorber.

## 704—Radiator Cap

A line of Seal-Tite radiator caps for popular cars with pressure cooling systems has been announced by Berkson Products, Inc., 2014 N. Major Ave., Chicago 29, Ill.

The caps are individually boxed and are said to be individually pressure-tested by the manufacturer.

### 705—Take-Off Joints

A line of high-angle and small-diameter universal joints for power take-off applications has been placed on the market by Almetal Universal Joints Co., 1535 E. 55th St., Cleveland 3, Ohio.



The line includes: 35° single joints, 4½" long; 90° single joints, 5" long; 90° slip joints, 8" long, and 20° single joints, 5" long. All are of one-piece forgings with replaceable lubricated cross and bearing assemblies. They are available in needle-bearing and plain-bearing construction.

### 706—Oil Indicator

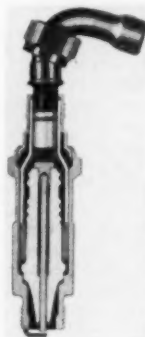
An oil indicator that provides a visual check on viscosity, color and rate of flow has been designed by Visolator Corp., 807 E. Sacramento St., Altadena, Calif.

The unit fits between outlet in base of filter and line returning oil to crankcase. When engine is running, oil

flows through glass dome for visual check. The universal model is said to fit filters without extra lines or adapters and to be easy to install without special tools. It has no moving parts.

### 707—Plug Assembly

An assembly that permits standard automotive-type ignition cable to be connected to shielded automotive and industrial spark plugs has been developed by Champion Spark Plug Co., 900 Upton Ave., Toledo, Ohio.



The assembly, said to be water-proof and explosion-proof, consists of a terminal sleeve, rubber grommet, brass bushing and a ¾" brass nut with 24 threads. Design of grommet and bushing prevents water from settling around connector.

A company announcement stated, and the grommet extension helps eliminate sharp bends and resulting breaks in insulation of ignition cable near the spark plug.

### 708—Signal Switch

The Sigflare switch for converting parking and stop lights on cars to directional signals has been announced by Signal-Stat Corp., 1430 Herkimer St., Brooklyn 33, N. Y.



The Wing Lever of the switch also flares all four signal lights, front and rear, when used as an emergency warning signal on disabled parked cars. On 80 per cent of current models, existing lights are used and no replacement of sockets is necessary, a company announcement stated. For older models, special converters and lamps are available.

The unit is installed on the steering column. A built-in pilot is at extreme tip of lever and flashes with turn signals, indicating direction of turn. Switches are available in baked-enamel and chrome finishes. Switch and flasher are boxed with complete wiring instructions.

### 709—Tail-Pipe Hanger

A tail-pipe hanger that fits pipes from 1½" to 2" diameters has been placed on the market by Maremont Automotive Products, Inc., 1600 S. Ashland Ave., Chicago 8, Ill.

The TX20, as it is identified, is said to fit most vehicles now on the road. It is of 13-gauge steel with rubberized fabric joining the two sections to reduce noises. The clamps are packed in individual cartons.

## on Every Job use a JOHNSON BEARING

THERE is a Johnson Bearing for every sleeve bearing application on automobiles, trucks and buses. Therefore, you can always be sure of top quality—Johnson Bronze quality—when replacing bearings. Every Johnson Bearing is made to the exact specifications as original equipment to automotive builders. Each one is multiple-checked for wall thickness and all dimensions before shipment to you. No wonder it is easy to install. Each Johnson Bearing will fit perfectly and will give long, trouble-free service.

WRITE FOR  
NEW CATALOG

**Johnson Bronze**  
SLEEVE BEARING HEADQUARTERS

565 SOUTH MILL STREET • NEW CASTLE, PENNA.

Independent Garagemen...

Here's YOUR NEW

FoMoCo



## News Bulletin!

IT'S FREE!

SEE YOUR FORD DEALER  
OR MAIL COUPON!

And it comes to you FREE every month,  
with the compliments of your Ford Dealer.

So, if you are not already receiving this  
profit-making information see your Ford Dealer  
or send in the coupon today. The special  
Automotive Trade Edition of "FoMoCo News Bulletin"  
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on the latest Ford engineering advancements and  
service techniques... the latest parts data...  
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Edition of "FoMoCo News Bulletin" can  
save you time and money.

It is brand new all through, and  
everything it contains is written entirely from  
your standpoint, to help you do the best possible job  
of servicing your Ford customers.

FORD Division of FORD MOTOR COMPANY

SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950

Genuine FORD Parts...  
...Right for FORDS!



FORD MOTOR COMPANY, Parts and Accessories  
Sales Dept., 3407 Schofer Road, Dearborn, Mich.

RUSH latest copy of the Automotive Trade Edition of "FoMoCo  
News Bulletin"—put me on mailing list for future issues.

NAME

STREET

CITY  ZONE  STATE

Please send me additional information on the following New Products described in the September, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No.----- No.----- No.----- No.----- No.-----

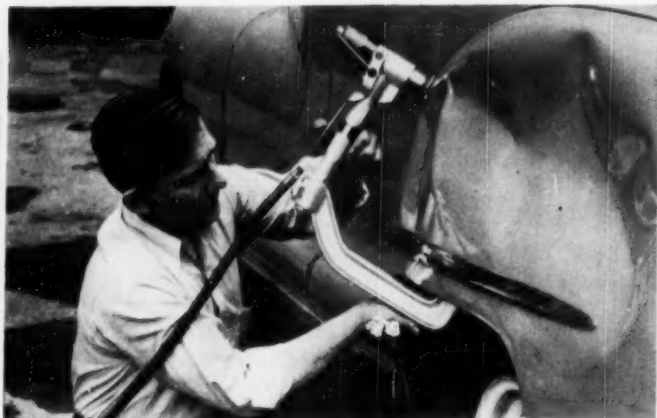
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Company ----- Position -----

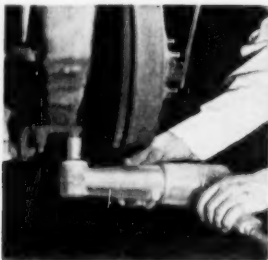
Number and Street -----

City ----- Postal Zone ----- State -----

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,  
806 Peachtree St., N. E., Atlanta 5, Ga.



## a really smooth finish *fast*



For any nut on car or truck there is just the right CP Air Impact Wrench — in the world's only complete line—with angle heads for every size.

Not only do CP-528 Fender Irons smooth out dents, wrinkles and rough spots on car fenders and bodies, but they will do an equally good job on heavy truck fenders — because they have four times the power of light-hitting, high-speed tools.

A variable control provides a range of hammering action — from light ironing or smoothing operations on light passenger cars to heavy blows for the toughest truck fender jobs.

While the CP-528 does not replace the skilled workman in preliminary rough-out, it enables him to do a complete job in half the time otherwise required.



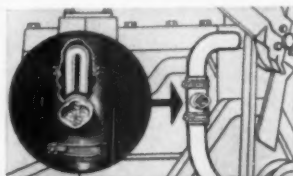
AUTOMOTIVE SERVICE EQUIPMENT • FENDER IRONS • ELECTRIC TOOLS  
AIR IMPACT WRENCHES • AIR COMPRESSORS • PNEUMATIC PUMPS

Write for  
Bulletin 1913

### 710—Engine Heater

The Calrod engine heater, a device to speed winter starting by pre-warming the coolant surrounding the engine block, has been developed by Industrial Heating Divisions, General Electric Co., Schenectady 5, N. Y.

The unit is an immersion-type, tubular heater reportedly not affected by anti-freeze compounds. The heater is inserted into a small hole cut in the



lower radiator hose after cooling system has been drained. Two screws clamp hose between the terminal guard and the base plate of the heater. The kit includes two cord sets, one to extend from the heater to outside the engine hood and a 7' cord to plug into house or garage outlet. The heater is rated 400 watts at 115 volts.

### 711—Brake Bleeder

An automatic brake bleeder with universal attachment is now being produced by Arasco Manufacturing Corp., 451 Tenth Ave., New York 18, N. Y.

One or all four wheels can be bled at one time by one man by attaching an assembly to each wheel cylinder. Features include a two-way reversible check valve with one end suitable for General Motors products and the other for Ford and Chrysler products. A snap-on coupler attaches for zerk-type bleeder screw.

### 712—Two-Post Lift

Model 27 De Luxe Shopmaster lift, which is floor-flush when down and has automatic door action, has been added to the line of the Joyce-Cridland Co., Dayton 3, Ohio.

The front cradle is self-centering and self-adjusting, the manufacturer stated, and fits all cars without manual adjustment. Rear-axle supports are reversible on rear rails to give adjustment for long and short wheelbases of cars and light trucks. They are self-seating within the range of the top of the V notch. The model is available with floor-flush Joycestick control for finger-tip control at car.



# END COOLING SYSTEM TROUBLES



## *New* **FRAM Radiator and Water Cleaner** **STOPS RUST STOPS SCALE** **REMOVES PARTICLES**

**The Only Complete Cooling System Protector...** Yes, only this great new Fram Filter does all three jobs. *Inhibits* rust and corrosion. *Softens* the water to stop scale deposits. *Filters* out all harmful solid particles. And, it's harmless to antifreeze or other chemicals.

Two models fit all cars and trucks! Installation easy as A, B, C. Low-cost cartridge can be changed without tools! Economical price covers entire

unit . . . all parts, brackets, fittings. Uses standard heater hose. Backed by Fram's famous money-back guarantee!

Get a stock of Fram Radiator and Water Cleaners now, so you'll have them to install during fall change-over. Ask your jobber for the special low-priced introductory offer. FRAM CORPORATION, Providence 16, R. I. In Canada: J. C. Adams Co., Ltd., Toronto, Ontario.



### **Only FRAM offers you Complete Engine Protection**

Five great Fram Filters seal out the deadly contaminants that rob miles from engine life . . . remove those formed internally . . . seal in engine power, performance and life.

Stock and sell Fram Oil and Motor Cleaners, Carburetor Air Filters, Gasoline Filters, Crankcase Air Filters and Positive Ventilators to protect your customers' cars.



**FRAM**  
 OIL • AIR • FUEL • WATER  
**FILTERS**

### 713—Fender Welt

A chrome-plated, drive-in fender welt, called Chrome Zip-Welt, is now being produced by Marson Corp., Revere, Mass. The welt has rust-resistant, tooth-like clips about 3" apart for insertion between car body and fender. Fluted notches along the sides of the clips hold welt firmly.

### 714—Lubricant Sprayer

No. 5200 Lubri-Sprayer, containing dgf-123 under pressure for dry pre-lubrication of new or rebuilt engines, has been announced by the Miracle Power Division, The AP Parts Corp., 1801 Spielbusch Ave., Toledo 1, Ohio.

The sprayer was designed especially for garages, service stations and small engine-rebuilding shops. To operate, the button on the pressure can is pressed, making a fine spray of dgf-123, a colloidal synthetic graphite in a compounded volatile carrier.

### 715—Oil Tester

Model 75 photoelectric crankcase oil tester is now being produced by Photovolt Corp., 95 Madison Ave., New York 16, N. Y.

The unit is designed to measure the light transmission of a thin layer of crankcase oil as an indication of its degree of contamination by carbon, metal and other particles. It is design-



ed for use with gasoline and diesel engines, stationary as well as automotive.

The tester can be connected either to A.C. power line or to an automobile battery. A few drops of oil from the dipstick are sufficient for the test, which is said to require only a minute. A needle gives direct readings on a meter scale which show when engine needs fresh oil.

### 716—Breaker Plate

A replacement distributor plate for Ford V-8 and Mercury, providing dual contact points spaced at .022, has been placed on the market by The Machined Parts Corp., 6209 Hamilton Ave., Detroit 2, Mich.

One point closes the circuit and the other point opens the circuit, a company announcement said, and a 14° overlap provides a longer saturation period. The plate is packaged with a sweep-type rotor to take advantage of the vacuum curve and Mapco maximum-power jets are provided for carburetion.

### 717—Directional Signal

A self-cancelling directional signal, Series 2500 Direct-A-Lite, has been placed on the market by Parker Products, Inc., 20 N. 16th St., Minneapolis 3, Minn.

The unit is said to fit most passenger cars and trucks without drilling or soldering. It is available for either automatic or manual operation and includes a flasher. The signals are furnished complete with master-control-switch assembly and necessary wiring.



## Serviced Any Surreys Lately?



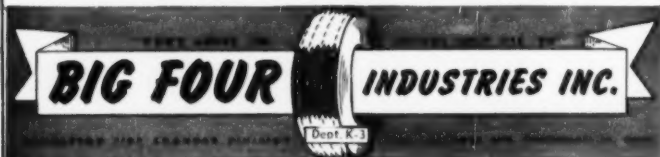
THE HENDERSON Tire changer is fast becoming the standard wherever tires are sold or serviced and these exclusive features are yours with the Henderson: the only revolving double bead breaker on the market . . . revolves 360 degrees and breaks both beads simultaneously or one at a time if preferred; forked demounting tool is designed to PRY . . . not rip or turn which causes damage to bead toe; fool-proof mounting tool has new non-climbing blade and lip feature which mounts tire without locking wheel down.

OF COURSE NOT! For 1950 is the age of machines and that means the machine age of changing tires, too. If you are still employing back-breaking hammer and crow bar techniques in your tire service you are as out of date as the 1896 surrey illustrated at left.

PROFITS are yours when you use the Henderson. Customer good will and repeat business is guaranteed when your patrons view this careful, considerate treatment given their tires and rims. So climb out of that old-fashioned surrey with the fringe on top and get on the bandwagon for more tire business and greater profits. Get a Henderson.

COMPLETE DETAILS will be sent you on request. Fill out the coupon below and mail today.

CLIP HERE



WE ARE INTERESTED in getting more tire business and we feel the Henderson Tire Changer can help us get it. Please send us more details on this machine method of tire changing.

NAME .....

COMPANY .....

STREET .....

CITY .....

ZONE .....

STATE .....



Pat. No.  
2481926  
U.S. & For.  
Pats. Pend.

**A good point  
to remember:**



When you *must* replace the points in a Delco-Remy distributor, use *only* Delco-Remy contact points. They are designed by Delco-Remy engineers as integral parts of the Delco-Remy ignition system and are made from the best materials obtainable. Buy Delco-Remy contact points in packaged sets; there's a right type for each Delco-Remy distributor.

## **WARNING:**

To be sure of getting Delco-Remy contact points, buy them from recognized distributors.

# **Delco-Remy**

DIVISION, GENERAL MOTORS CORPORATION  
ANDERSON, INDIANA

**USE  
DELCO-REMY  
DISTRIBUTOR  
CONTACT  
POINTS  
IN  
DELCO-REMY  
DISTRIBUTORS**



**DELCO-REMY—A UNITED MOTORS LINE**  
Available Everywhere Through  
**UNITED MOTORS DISTRIBUTORS**

**WHEREVER WHEELS TURN OR PROPELLERS SPIN**

## 718—Automatic Choke

The Electrimatic choke, said to give correct choking at all engine temperatures through action of electromagnet and strong thermostat spring, has been announced by Sisson Choke Division,



New **SISSON**  
"ELECTRIMATIC" Choke



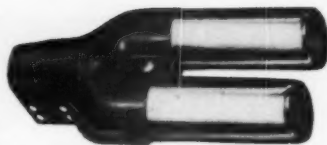
Electro Magnet Supplier  
Power for Initial Choke

Pierce Governor Co., Inc., Anderson, Ind.

With cold engine, electromagnet supplies power for initial choke and closes choke valve to proper position required by engine temperature when starter button is pressed. During extremely low temperature, auxiliary spring opposes full-choke action of thermostat spring. The unit is said to be completely independent of piston or choke-valve "breathing." It reportedly requires no seasonal adjustment.

## 719—Exhaust Deflector

The Dual Rocket exhaust deflector, with dual tubes of heavy-gauge wall tubing with a triple plate of chrome,



has been added to the line of Richlite Manufacturing Co., 2326 Indiana Ave., Chicago 16, Ill.

It has a universal clamp said to fit all cars and comes complete with two bolts and nuts.

## 720—Tire Changer

A redesigned tire changer, featuring a built-in section for tools, has been placed on the market by Salisbury Corp., 1161 E. Florence Ave., Los Angeles, Calif.

Bead-breaker, mounting roller arm, dismantling bar, valve extension and a container for tire lubricant and applicator are conveniently mounted at the side of the Tiremaster Model C. This keeps tools off the floor, saving time and reducing tool-replacement expense, the company announcement stated.

## 721—Anti-Fog Liquid

Fog-gone, a liquid said to prevent fogging of glass and transparent plastic in humid atmospheres and at low temperatures, has been announced by Master, 4444 Brooklyn Ave., Los Angeles 22, Calif. It is available in 4-oz. plastic "squeeze-spray" bottles and in gallons and half-gallons with separate plastic-bottle dispenser.

## 722—Oil Indicator

An automatic dashboard oil-level indicator, called the Oil-Cue, has been announced by Parkwood Manufacturing Co., 606 Williamson Bldg., Cleveland 14, Ohio.

The instrument is said to measure the amount of oil by weight. When level is one quart low, an amber light appears on the dash, the manufacturer said, and if level drops two quarts, a red light comes on.

## 723—Heavy-Duty Lights

Two heavy-duty models for tractors, threshers, combines, and other vehicles have been added to the Pathfinder line of Auto Lamp Manufacturing Co., 2909 Indiana Ave., Chicago 16, Ill.



No. 600 six-inch De Luxe model is constructed with shell and rim of heavy-gauge, rust-resistant brass and is plated with chrome. It has a No. 4010 G. E. clear sealed-beam unit. No. 500 five-inch

Utility model is of heavy-gauge steel plate, finished in black baked enamel. It is supplied with No. 4510 G. E. sealed-beam unit. Both models are complete with bracket mounting.

# Tells How!

With this 36-page reference guide you can modernize your shop for bigger profits on such jobs as:

- Reconditioning Radiators
- Parts Cleaning
- Steam-Cleaning
- Body-Washing
- De-scaling Blocks
- General cleaning of floors, grease pits, pumps, rest rooms

**PACKED WITH PICTURES.** The booklet is packed with pictures showing shop men in action steam cleaning; reconditioning clogged radiators; descaling blocks, stripping paint, etc. Booklet contains diagrams showing how to construct and install simple gas and steam heated tanks for mass production cleaning of small parts.

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Technical Service Representatives in Principal Cities of U. S. & Canada

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**SPECIALIZED INDUSTRIAL CLEANING**  
**MATERIALS • METHODS • SERVICE**



for air-drying or baking with...

## MARTIN-SENOUR SYNTHOL ENAMELS

*you get*  
**UNIFORM  
PERFORMANCE**

### IN SYNTHOLS factory-matched factory-packaged PAYS OFF IN RESULTS

Whether you air-dry your Synthol Enamel jobs or feature Baked Enamel Finishes in your shop, you'll want the advantages of special Martin-Senour formulation.

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### MARTIN-SENOUR SYNTHOL REDUCERS

**8001 FAST DRY**—For cold weather, or where dust conditions require quick drying.

**8002 FLEET REDUCER** (slow)—Preferred for truck and commercial work. Or in hot, humid weather.

### NEW! NEW! NEW!

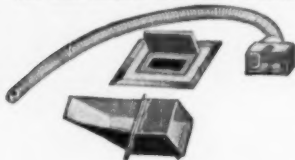
**8004 SYMMETRO-FLOW REDUCER**—Maximum flow with greater freedom from "runs" or "sags". Includes newest solvent developments in a precision-balanced reducer that produces phenomenal flow and minimizes orange peel—without retarding dust-free or tack-free drying time.



## 724—Ventilating System

An under-floor carbon-monoxide ventilating system, featuring stainless steel assembly for concealed installation, has been announced by Car-Mon Products Co., 4554 N. Broadway, Chicago 40, Ill.

The unit consists of a floor-mounted,



hard-ring, flexible hose assembly of stainless steel universal car or truck adapters, and 1/4" boiler-plate floor outlet assembly with hinged cover. Each outlet is said to remove 100 c.f.m. through the tube attached to car exhaust and also to remove 50 cubic feet of air a minute from under the car.

## 725—Cooling Manual

A 41-page, illustrated service manual on the automotive cooling system has been issued by Zerone-Zerex Anti-Freeze Section, E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.

The manual covers such topics as: selecting a proper coolant, finding troubles and correcting them, condi-



tioning the system for summer and winter and cleaning system chemically and mechanically. Cutaway diagrams of the system are included. Manuals are available from wholesale distributors of Zerone and Zerex at \$2 each.

## 726—Screw Starter

A magnetic screw starter that is said to fit all sizes of Phillips, Reed and Prince recessed screw heads has been placed on the market by the Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The bit is designed to fit Nos. 1, 2, 3, and 4 Phillips screws as well as corresponding sizes in Reed and Prince screws, a company announcement stated. The bit on each starter is of heat-treated alloy steel and is permanently magnetized.

Three lengths are available, according to a company announcement: The three-inch, designated No. 730, is designed for use in close quarters. The six-inch, identified as No. 731, is built for normal use and the nine-inch, identified as No. 732, was developed to reach inaccessible spots, a company announcement said.

oped to reach inaccessible spots, a company announcement said.

## 727—Ignition Protector

Atomic Start waterproofing compound for ignition systems has been placed on the market by Atomic Products Co., 1637 S. Ewing Ave., Dallas 16, Texas.

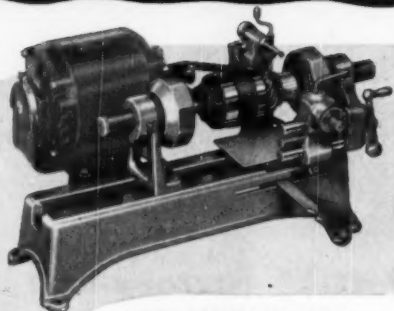
The compound is applied with a small brush. It is said to penetrate and keep moisture out of wire insulation, metal, porcelain, bakelite and other materials used in electrical equipment. It is a non-conductor.

## 728—Weights Catalog

A catalog on its complete line of wheel balance weights, featuring two series for passenger cars and seven types for trucks and buses, has been issued by Wheel Weights, Inc., Detroit 34, Mich. Listed for the first time is the L & H intermediate truck weight for light commercial vehicles. Improved "thin-type" weights for limited clearances are illustrated.

# THIS TRUCUT PACKAGE REALLY PUTS YOU IN BUSINESS!

GET EXTRA PROFITS from Starter-Generator Work!



TRUCUT ARMATURE LATHE AND UNDERCUTTER

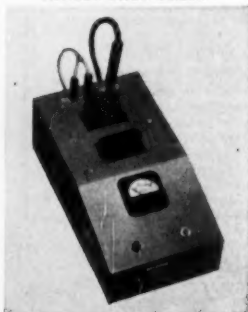
There's plenty of extra profit in starter-generator work . . . if your shop is equipped to handle it!

And you can handle it with these three TRUCUT tools . . . all tried and tested . . . all designed especially for automotive repair jobs! With them, you can machine and undercut commutators perfectly; test for shorts, open circuits, and grounds; make quick, easy work of dismantling and assembling generators. The TRUCUT Press is also useful on dozens of other jobs around your shop.

This TRUCUT package actually pays for itself in an amazingly short time. Enables you to handle work you are now sending out . . . or helps you to do it more quickly and profitably! Write for free details today.



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# The Sky's The Limit!

It certainly pays to travel  
with **MERCURY**



### 729—Car-Top Carrier

The Stagecoach Carry-All, a car-top carrier in three sizes to fit different



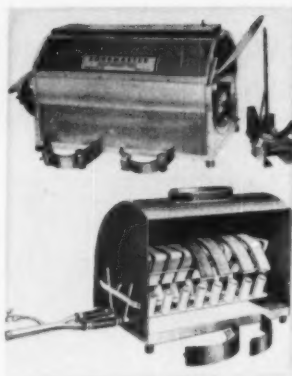
makes and models of coupes, sedans and station wagons, has been placed on the market by Commercial Manufacturing Co., 754 Castelar St., Los Angeles, Calif.

The carrier is of polished aluminum tubing and hardwood slats and weighs 13½ lbs. It is said to be easy to place on the car or to remove.

### 730—Bonding Machine

Two units for servicing bonded brake linings, the "Bondmaster" and the Grigg debonder, have been placed on the market by Grigg Specialty Tools, Huntington Park, Calif.

The bonder utilizes a 36" conveyor that carries the brake shoe through the



tunnel under infra-red lamps and drops finished shoe out the rear door. Brake shoes 6" to 16" in diameter may be placed on the conveyor every 40 seconds, the company said.

The debonder uses natural or manufactured gas mixed with air from a compressor. It is capable of popping brake linings off at 120 an hour, according to the manufacturer. It is said to handle all types and sizes of shoes.

### 731—Oil Changer

No. 15 manual oil changer, said to fit five-gallon pails, has been introduced by Chisholm Industries, Inc., Lynn, Mass.

The unit is said to change oil in less than two minutes and to remove water from radiator, fuel from gas tank or to



clean gas and oil lines. A steel suction tube fits into dipstick holes and a transparent, valved hose allows visual control of the operation. Twelve strokes are said to remove oil from average car.

### 732—Hose Clamp

The "Sure-Tite" hose clamp of the worm-drive type has been announced by Wittek Manufacturing Co., 4305 W. 24th Place, Chicago 23, Ill.

Available in three sizes from 1½" to 2¾" outside diameters to fit standard radiator hoses, the clamps have a high-tensile carbon-steel band to withstand high-torque loads, compact housing and hardened one-piece screw.



CONFIDENCE AT THE WHEEL

# SAFRYD

*click! it's on—  
and your family's safe*



THIS HIGH PROFIT ITEM

## sells on sight!

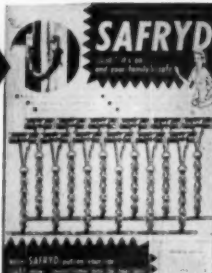
SAFRYD sells itself because every motorist knows he needs it. These attractive new safety chains provide sure, visible protection against accidents. Tots can't unsnap them, but you can in an instant!

You can be sure of a fine profit on a fast selling item when you start displaying SAFRYD safety chains to your customers. They're quickly installed, cadmium-unichrome plated for enduring, tarnish-free finish. Most motorists want four!

## place a trial order and watch 'em move!



THIS handsome 11 x 14 display card holds one dozen SAFRYD chains, mounting screws and quick installation instructions. Order trial cards from your jobber TODAY. Put one out and watch SAFRYD sell on sight!



**JARRELL PLYBON**

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Backed by 50 Years of Manufacturing Know-How  
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## Missing something, Mac?

It may be a hot story, but prospects are "hotter" in the big Monroe Shock Absorber replacement market. What with millions of cars needing new shocks, now is the time to cash in on this high-profit replacement market—otherwise you are passing up a possible sale to four out of every five cars.

Think of it! Twenty-four million automobiles need new shock absorbers... tie in with Monroe—the standard equipment shock absorber—and get your share of this tremendous market. Monroe shocks are backed by hard-hitting national advertising and convincing merchandising helps with colorful displays that mean easier sales, quicker profits. Call your jobber today or write direct for details of the Monroe Sales Program.



## SET UP THIS STAND AND GET SET FOR PROFITS!

**Only \$33<sup>15</sup> puts you in business selling Monroe Shock Absorbers**

**HANDY NEW HAND RACK** holds 10 Monroe Shock Absorbers and 3 Monroe grommet sets. Weighing only 30 pounds when full, the rack is easy to move, forms a neat compact storage unit.

This new Monroe Shock Absorber Hand Rack gives dealers a colorful display for counters, show windows, driveways or islands.

Dealers pay only \$33.15 for this handy Hand Rack, plus a stock of Monroe Shock Absorbers to fit 85% of all cars on the road.



Monroe Shock Absorbers are standard equipment on more makes of new cars than any other brand.

### MONROE AUTO EQUIPMENT CO.

Monroe, Mich.—World's Largest Maker of Ride Control Products

### 734—Exhaust Deflector

A redesigned Rocket exhaust deflector, featuring an electrolytically-colored metal fin, has been introduced by Motor Unit Parts Co., Inc., 2532 S. Indiana Ave., Chicago 16, Ill.

The deflector is heavily plated with



chrome to stand up under hottest exhaust gases, a company announcement stated. The universal mounting bracket, which is a continuation of the deflection shield, is welded to the body of the deflector.

### 735—Battery

A line of Super Master batteries, featuring a grid metal that is said to offer 100 per cent more resistance to overcharge, has been announced by Willard Storage Battery Co., 246 E. 131st St., Cleveland 1, Ohio.

The grid metal is called Metalex. Other features of the line mentioned in a company announcement were: a special lead oxide said to be more

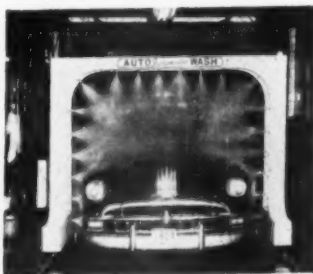


chemically active and to assure fast starts in any weather, a hard-rubber container with ten per cent thicker walls and reinforcement at points of stress, a sealing compound that resists heat and cold and a spot rib rubber insulator to give greater support to the positive plates and to reduce the washing action of electrolyte in vehicles operated over rough terrain, the company reported.

### 736—Car Wash

An automatic car washer that travels on two 22" tracks and sprays vehicle from high-pressure nozzles has been announced by Jetomatic, Inc., Ansonia, Conn.

The machine automatically passes over the car, first spraying it with



water, then with soap and finally with a clear pressure rinse. Mitting has been reduced to a minimum, the manufacturer stated, freeing attendant to attend to other duties while machine is in operation. A turbine-type pump provides pressure for soap and water, eliminating connections to air-compressor systems, the company said in the announcement.

### 737—Micrometer

Model 400 RM micrometer with a 0 to 4" range has been placed on the market by Central Tool Co., Cranston, R. I.

Three interchangeable extensions permit this range, which is suitable for measuring any part from a pin to a large piston, a company announcement stated. Each extension is individually adjustable to compensate for wear. The crowned face of the anvil is said by the manufacturer to eliminate gaging. The tool is furnished with ratchet stop and locknut.

# 7,000,000 PLUS SOLD



## Why not cut yourself a slice?

**Y**OU can be certain your "profit appetite" will be filled when you cut yourself in on nationally advertised WARCO Grade "A" HYDRAULIC BRAKE FLUID.

This volume boosting, laboratory tested, fluid has given 7,000,000 car, truck, and bus owners uniform performance under all climate and weather conditions. New names are being added to the list of seven million satisfied users everyday.

WARCO GRADE "A" BRAKE FLUID is the result of intensive research. Guaranteed to mix with all standard or approved brake fluids. Packed in lithographed tins.

Ask your jobber for a slice of this profit maker... or write us.

Sole Manufacturers of WARCO Grade "A" Products

**WARWICK LABORATORIES CO.**  
334-42 Cleveland St., Brooklyn, N. Y.

### OTHER WARCO PRODUCTS

WARCO Grade "A" Heavy Duty Brake Fluid  
WARCO Hydraulic Transmission Fluid  
(For Hydraulic Transmission on General Motors Cars)  
WARCO Shock Absorber Fluid No. 200  
WARCO Knee Action and Shock Oil No. 100  
WARCO Mo-Tun-Up WARCO Liquid Radiator Flush  
WARCO Rub-A-Lube WARCO General Purpose Oil  
WARCO Penetrant WARCO Liquid Engine Seal  
WARCO "K.O." Carb WARCO Liquid Radiator Seal  
WARCO Jack Oil WARCO Gasket Cement  
WARCO Windshield Cleaner  
WARCO Replacement Universal Joint Boots







# DELCO

*is your  
best choice because—*

## **ONLY DELCO offers a COMPLETE LINE OF SHOCK ABSORBERS**

### **YOUR BEST CHOICE BECAUSE—**

Delco — and only Delco — makes the *right type* of shock absorber for every car! Single - acting, double - acting, knee-action or direct acting — no matter what type shock absorber your customers need, you have it with Delco. And Delco alone makes a *complete* line of shock absorbers.

### **YOUR BEST CHOICE BECAUSE—**

Delco — and only Delco — can assure you of this huge, presold market for replacement and repair! Over 65,000,000

Delco shock absorbers are in use today! But that's only part of the story. Every car owner is a potential customer because Delco builds shock absorbers to fit every make of car on the road today!

### **YOUR BEST CHOICE BECAUSE—**

Delco — and only Delco — offers the important advantages of one line, one quality! The Delco line alone brings you this sales opportunity. The Delco line is better for your customers . . . a better line for you to sell!

### **NEW! HEAVY-DUTY SHOCK ABSORBERS for heavy-duty passenger car service**

These heavy-duty shocks are just the thing for your customers' cars that get extra hard use. You can replace the shock absorbers of most late-model cars and many older models with this new extra-sturdy unit, easily and quickly—no drilling, no special brackets required. Obtainable now for 14 passenger car makes.



**DELCO SHOCK ABSORBERS—  
A UNITED MOTORS LINE**

*Available Everywhere Through*  
**UNITED MOTORS DISTRIBUTORS**

# **DELCO** *Hydraulic Shock Absorbers*

### 738—Block Manual

A manual on techniques for repairing severe cracks in engine blocks and heads has been issued by Tinch Products Co., 903 Borden Ave., Sycamore, Ill. Step-by-step procedure is outlined for each type of repair, accompanied by diagrams and illustrations. Use of Alloy-Seal and electro-mechanical means are described.

### 739—Stud Removers

Two series of threaded, collet-type stud removers and inserters, featuring the tapered-collet principle so studs may be removed or reset if only two or three threads are left exposed, have



been announced by Snap-on Tools Corp., Kenosha, Wis.

The smaller size has 14 collets available to handle studs from  $\frac{1}{4}$ " to  $\frac{5}{8}$ " in

diameter in fine and coarse thread sizes. The larger model has six collets for  $\frac{3}{4}$ " to 1" diameter studs in fine and coarse thread sizes. Outside diameter of smaller unit is  $1\frac{3}{4}$ " and of larger unit is  $2\frac{1}{2}$ " so they can be operated in restricted areas.

### 740—Moulding Plier

No. HF-80 drip-moulding plier, said to have compound action that gives ten to one leverage, has been introduced by Herbrand Division, The Bingham-Herbrand Corp., Fremont, Ohio.

The tool is said to straighten drip moulding on cars and restore original



contour. Lower jaw has wedge-shaped nose for prying out crushed or damaged moulding. The tool is drop forged from alloy steel, heat treated and finished in chrome.

### 741—Batteries

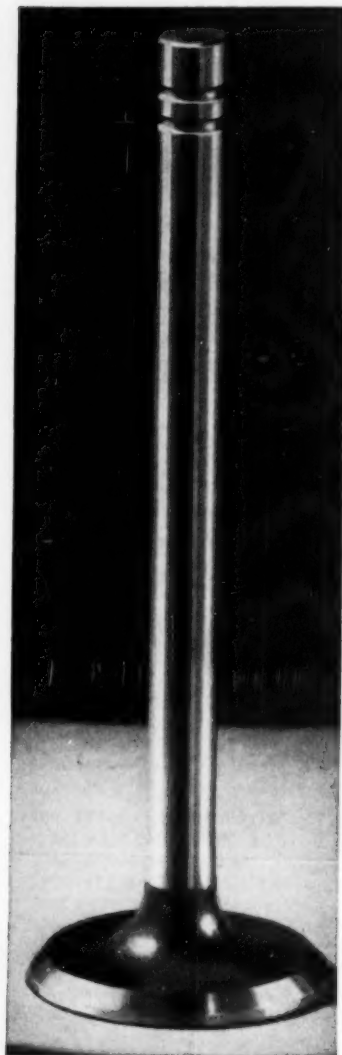
Improved oxides and a new grid alloy are giving increased starting power and longer life to Exide Hycap, Sure-Start and Startex batteries. The Electric Storage Battery Co., Allegheny Ave. & 19th St., Philadelphia 32, Pa., announced.

In addition to these new plate materials, company engineers have also developed a sealing compound that offers greater resistance to heat and vibration and locks the battery cells more firmly in their containers, the manufacturer's announcement stated.

### 741A—Sanding Pad

A cushion-type rubber pad for flexible-back sander pads has been developed by The Carborundum Co., Niagara Falls, N. Y. It is called the Flexbac pad.

The pad is about  $\frac{3}{4}$ " thick and  $8\frac{1}{2}$ " in diameter with a coat of pressure-sensitive adhesive on both sides. A waterproof paper disc  $8\frac{3}{4}$ " in diameter is attached to the pad with the adhesive, a can of which comes with each pad. It can be used dry or wet on air equipment operating from 950 to 1,300 r.p.m. or dry on electric buffing and polishing machines at similar speeds. About 90 per cent of all automobile body surfaces can be sanded mechanically with the pad, a company announcement said.



Wins you friends.  
Protects  
Your Profits.

**MANLEY**  
*Airchrome*  
**VALVES**

These extruded, one-piece Manley Airchrome Valves are machined and ground so nearly accurate that there is not more than .001 of an inch variation for absolute accuracy in concentricity. Such accuracy paves the way for better installations and better performance. Such quality protects your profits. Manley Valve Corporation, Philadelphia, 5, Pa., District Sales Representatives: Lawrence M. Hirsig & Co., Jacksonville, Fla.; J. S. Connell Co., Dallas, Texas.



SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950



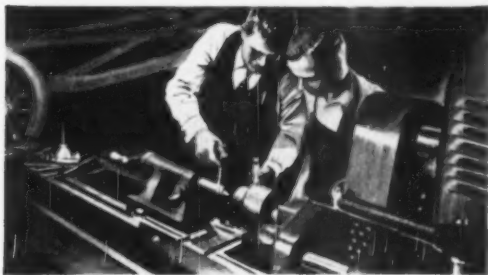
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"Big Ed's" first talent, salesmanship, came to light in a strange place—on a small Ohio farm not far from Springfield. The most important thing, next to growing the garden produce, was selling it to Springfield housewives at a profit.

The young boy hawked fruit and vegetables from house-to-house with such amazing skill and salesmanship, he often sold out in half the time others took.

But Springfield's fast-growing machine shops and tool works held a stronger attraction for the husky farm boy. So "Big Ed" left the farm and took a job in the big city. Thus he embarked on the second part of his career.

Then Detroit, with its booming auto plants, called the inquisitive lad. He had to see the wheels go 'round in this fascinating new industry, so it was off to Detroit.



He advanced rapidly among the tens of thousands of workers, up to foreman, then supervisor—and crammed two engineering degrees in at night school.

This knowledge, coupled with an avid interest in repairing old cars, next led to a backyard garage that soon outgrew itself. He had so many friends and customers that wanted his cars that a big used-car lot soon followed.

Now "Big Ed" was using both his outstanding talents in a way he loved—selling and repairing automobiles.

Then one day in 1926, came the chance to examine closely two of the revolutionary new Chrysler cars. "Big Ed" the mechanic and engineer knew these were the cars "Big Ed" the salesman could win success selling. And right then he decided to team up with his two personalities as a Chrysler dealer.

## "Big Ed" teams up with himself ... for Success!



The people at Chrysler liked "Big Ed's" get-up-and-go ... his sales and mechanical abilities ... his friendly and honest manner of doing business. After talking with them, he signed up to sell Chryslers.

After 24 years with Chrysler, "Big Ed" is still going strong (hasn't missed a one of the last thousand Kiwanis Club meetings). But now his second team is going into



action—his two grown sons who have worked with him since their early teens. "Big Ed's" sons are following in his footsteps ... know all the neighbors and businessmen for a mile around by their first names.

Aggressive men like "Big Ed", men who know cars and can sell cars, will find a future with Chrysler as big as they can build.

Write for our free booklet containing a number of these stories of accomplishments by enterprising men, Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Michigan.



**Chrysler Corporation**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS

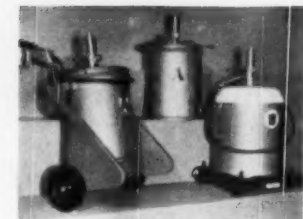
*Fine Cars of Great Value*

## 742—Shock Booklet

A 20-page booklet, titled "The ABC's of Selling Shock Absorbers," has been issued by The Briggs Shock Absorber Co., Division of The Gabriel Co., Cleveland 3, Ohio. The book is humorously illustrated. Commercial are brief. It tells how to test for defective shocks and how to merchandise a shock-absorber line.

## 743—Lubrication Pumps

Three models of air-operated high-pressure lubricant pumps that will deliver lubricant from 25-, 35- or 50-lb. containers have been announced by the Alemite Division, Stewart-Warner



Corp., 1826 Diversey Parkway, Chicago 14, Ill.

The "711" pumps have a sealed-in air motor guaranteed by the manufac-

turer for 27 months. Motor requires no oiling and has a centered-valve design with the air valve and related parts placed between air cylinder and pump tube.

Model 711 is mounted on black baked-enamel base with 3" casters and pull-handle. Model 711-A is mounted in a pivot-swing dolly. It has 8", ball-bearing wheels with semi-pneumatic tires and a bicycle-grip pulling handle. Model 711-B is a stationary unit without base or dolly.

## 744—Turn-Signal Kit

A conversion kit for turning front parking lights and rear tail lights into flashing turn signals without installing new lamps has been announced by Yankee Metal Products Corp., Norwalk, Conn.

The kit is said to fit models from 1942 through 1950. The kit provides



Lubricating tires and tubes before mounting on new cars at a large auto plant.

## NEVER MOUNT A TUBE DRY!

• Inner tubes must slide—not stretch—into position when being mounted. To assure this and guard against pinching and bead injury, the tires, tubes and flaps on new cars and trucks are lubricated with a wet lubricant prior to assembly. This conforms with the recommended procedure of all leading tire manufacturers.

RuGLYDE—the ready-to-use, wet lubricant—helps prevent premature tube and tire failure... makes tire mounting faster and easier. 100% safe for both natural and synthetic rubber. No castor oil... no alcohol... no harmful soaps. Will not induce rim rust nor harm wheel and rim finishes.

Available from leading jobbers everywhere in the economical gallon size, including a RuGLYDE tire applicator.

© 1949, AMERICAN GREASE STICK COMPANY, Muskegon, Michigan



finger-tip control switch and pilot light to tell when signals are operating. All parts needed for conversion are included in the display package.

## 745—Upholstery Cleaner

Spray-Kleen spot remover for upholstery and car seats, based on the spray-gun principle used by spotters in dry-cleaning plants, has been introduced by Bostwick Laboratories, Inc., Bridgeport 5, Conn.

Because the cleaner sprays directly on fabric from can and blends into the material, it does not leave a ring, a company announcement stated. After spraying, the spot is rubbed with a clean cloth. The cleaner is available in 6-oz. and 12-oz. cans.

## 746—Bonding Film

Pyrobond film for bonding brake lining to shoes with less pressure and lower temperatures has been announced by World Bestos, New Castle, Ind.

Packaged in 100-foot rolls and a variety of widths, film remains in good condition for bonding for six to 12 months in normal room temperatures and will last indefinitely at 40°, the manufacturer said.

*"who makes it"*

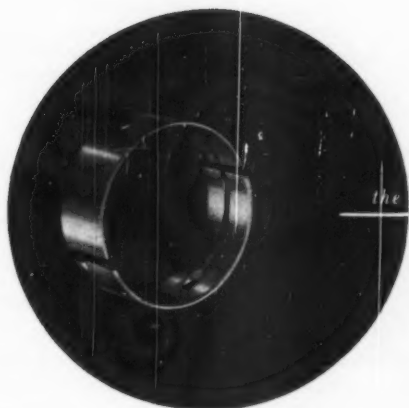
makes  
the  
difference



Not even the experts can tell—just by looking—how good an engine bearing is, or how it will stand up.

The final buyer can't be expected to know the difference between good and bad bearings. He looks to the service garage; the garage looks to the jobber, the jobber to the distributor, the distributor to the factory.

How are you to know you are getting the best? Your only protection is the name and reputation of the maker. Yes—"who makes it" makes the difference.



*the name to remember*

michigan  
*Hi-Therm*  
engine bearings



Suppliers of original equipment and  
replacement bearings for 25 years.

DETROIT ALUMINUM AND BRASS CORPORATION • DETROIT 11, MICHIGAN  
SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950



## Jobber News

(Continued from page 81)

ed, and still think this the best policy."

Johnson Whitsett, sales manager, Smyth Auto Supply Co., Inc., Amarillo, Texas—"The Korean War has created an unusual demand for items that were scarce during the last war, such as anti-freeze and tires."

F. W. McClung, president, McClung Bros., Inc., Waynesboro, Va.—"Has made manufacturers

advance prices."

M. D. "Buck" Taylor, president, Taylor Parts & Supply Co., Andalusia, Ala. — "We have increased our sales and service personnel (three men) in anticipation of losing some men into the armed service. We are attempting to get ready for the worst. Our main idea is to do everything possible to maintain a service that will keep the necessary home-front transportation rolling."

E. G. Collins, partner, Univer-

sal Parts Co., New Orleans—"The way I take this question is to whether the war crisis has stimulated our business, and I must admit that since this crisis has arisen, our sales have taken about a 15 per cent increase.

"This increase in business was primarily due to our customers' stocking more of their requirements than they ordinarily did. Whereas they stocked a normal two-week or 30-day stock, the same customers began to stock 60 to 90 days on various items which were practically impossible to get during World War II.

"We feel that this war, if continued to any length of time, will result in full mobilization of the manpower in our United States and mobilization of our resources, which will in turn affect our business, both from a standpoint of material available and manpower to handle this material."

D. R. McCleary, *Gervine Parts Co., Atlanta*—"Some buying up critical merchandise — bearings, gears, etc.—parts made of iron, copper and steel. Not many. Only those who were caught short last time, such as fleets who had to lay up trucks due to the shortage.

"A few of our people have or will be called.

"Some disgruntled and hare-brained employees are boasting that they'll leave just as soon as war jobs open up. More money—and a chance to 'tell their bosses off.' Some of these 'ain't here no more."

"Saving through our company credit union has picked up.

"Some who were planning on a new home have held up.

"Otherwise, things are fairly normal, with the exception of trouble with some of our factories. Evidently the 'scare' is worse up 'nawth'."

H. B. Rumley, president, Motor Supplies, Inc., Washington, N. C. — "We have not experienced any frantic war-scare buying. The only item on which we have noticed any appreciable sales increase has been copper tubing, and possibly some numbers of mufflers and tail pipes."

Johnny Raidt, partner in Southern Sales Co., Jackson, Miss., lost all the fingers on his right hand in a power-saw accident. "He is okay and soon will be seeing his friends again," Partner W. A. Todd of Southern Sales reported.

## Why is Pyroil GOOD for my car?

### BECAUSE:

Pyroil improves lubrication

Pyroil removes sludge and gummy deposits

Pyroil cleans your motor and keeps it clean

Pyroil prevents damaging "dry starts"

Pyroil maintains a constant film of protective oil between metal parts.

Pyroil reduces wear caused by friction

Pyroil prevents rust and corrosion

Pyroil protects your motor whether driving or idle

Pyroil is good for your car — and good to your budget. For Pyroil is the economical way of assuring you longer miles of smoother driving. When you add gas or oil, add Pyroil — add miles to your car.

### PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

### GIVEN!

An attractive Pyroil metal saving bank, takes coins up to 50¢ pieces. MOTORISTS, it's your for the asking—sent postage paid.



## PYROIL COMPANY

516 Main Street

La Crosse, Wisconsin

Canadian Distributors:  
Central Purchasing  
Agencies, Ltd.  
Toronto, Ontario

### Southern Representatives

Southeast  
McDonald & McPherson Co.  
P. O. Box 452,  
Atlanta, Georgia

## Why is Pyroil the CHOICE of Jobbers--Dealers and Consumers?

### BECAUSE:

Pyroil is the steady seller

Pyroil is the best known additive

Pyroil is the preferred product

Pyroil quality is proven

Pyroil is the product others imitate

Pyroil and only Pyroil gives Pyroil protection

Pyroil—nationally advertised since 1931

Pyroil is YOUR best bet!

Let a factory representative tell you the complete merchandising and promotion program.



Southwest  
Hirsig-Frazier Company  
807 Cotton Exchange Building  
Dallas, Texas

**Delco  
Brake Fluids  
Exceed  
S.A.E.  
Specifications**



Delco Super 9 and Delco Super 11 exceed their respective SAE brake fluid specifications—the accepted standards of quality and safety in the automotive industry.

Delco brake fluids contribute to better braking performance . . . to greater safety on the highways. Assure your customers of an extra margin of safety with Delco Super 9 or Delco Super 11.



**DELCO BRAKE—A UNITED MOTORS LINE**  
Available Everywhere Through  
UNITED MOTORS DISTRIBUTORS

**Delco**

**SUPER 9 AND SUPER 11 BRAKE FLUID • DECLINE • BRAKE PARTS  
STANDARD FOR EQUIPMENT • THE STANDARD FOR REPLACEMENT**

**MORaine PRODUCTS DIVISION OF GENERAL MOTORS**

SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER, 1950

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## Thompson Products Buys Ramsey Corporation

**P**URCHASE of the assets of the Ramsey Corp., manufacturer of piston rings, has been announced by F. C. Crawford, president of Thompson Products, Inc. J. H. Coolidge, vice-president and treasurer of Thompson, has been elected president of the subsidiary.

Other officers include: J. A. Ramsey, vice-president and general manager; H. M. Ramel, vice-

president, manufacturing; O. C. Holaday, vice-president, sales; M. W. Marion, vice-president, engineering; W. H. Chamberlain, secretary; E. E. Stuart, treasurer, and J. A. Fox, comptroller.

Ramsey properties include company-owned manufacturing plants at St. Louis, Mo.; Fruitport, Mich., and Toronto, as well as a leased plant at Sullivan, Mo., and a master warehouse at St. Louis.

The business will be carried on by Ramsey Corp. as a subsidiary

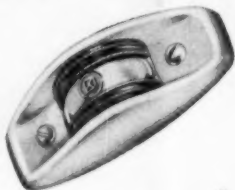


Ned W. Frownfelter has been appointed district manager for C. E. Nichoff & Co. in the South Carolina, Georgia and Florida area.

# for greater safety

## representative of K-D's complete line

**KD A541** is recognized as the best armored marker lite by mechanics and fleet owners. Tough cast housing protects bulb and Fresnel lens from glancing blows. Greater visibility. Mounting pad between lite and body absorbs vibration. • Single unit assembly popular with mechanics. Steel clips hold lens in housing when making bulb replacements... lens cannot fall or break. Easily turning screws held in place by clips... no more lost screws. • Brass socket. Brass or steel base held by four mounting screws assures positive ground. 2 or 3 c.p. bulb. Aluminum finish. Corrosion proof.



**armored**

**KD A541B BRASS BASE  
KD A541S STEEL BASE**



**KD 253**

### STOP LITE

Jumbo Jr. provides extra safety for motor vehicles. Lens diameter 5". Horizontal or vertical mounting.



**KD 517**

### CLEARANCE LITE

Attractive functional design. Flow fits fender or rounded top of cab body. Curved or flat base. Easy to install. Red, amber, or clear lens. Aluminum or chrome finish.

### REFLECTOR

**KD 333** has tough steel housing. 3" red or amber Stimsonite Plastic Triflex lens inset 1/2" to prevent breakage. Exceeds all state requirements.



**KD 333**

### SAFTEE FLARE

**KD 600-3** Three flares in box... rugged... dependable... leakproof... hold 42 oz. kerosene. Complies ICC and all state specifications.



**KD 600-3**

**K-D LAMP COMPANY**  
1910 ELM STREET CINCINNATI 10, OHIO



and the regular line of Ramco products will be marketed through present channels.

## Morrow and Wrightsman Head Grizzly Areas

**A**PPOINTMENT of Harry Morrow as manager of the New Orleans division has been announced by J. G. Brown, sales manager of Grizzly Manufacturing Co. Morrow succeeds Sid Wrightsman, who now heads the Texas division.

Morrow will headquarter at Shreveport, La., and Wrightsman will headquarter at Austin, Texas.

After filling an entire page with comments on wholesaling in his territory and some personal items, **D. R. "Mac" McCleary**, editor of *Parts Pups*, the famous publication of **Genuine Parts Co.**, Atlanta, ended his news report with this comment, "Hell, I ain't got no news."

**L. S. "Boots" Bethea**, sales manager of **Southern Bearings & Parts Co.**, Atlanta, died suddenly at his home August 30. He had been with the firm for 25 years. He was 49.



*Good News  
for Olds Dealers!*

# OLDSMOBILE GOES ALL-OUT ON PRODUCTION OF "ROCKET" ENGINE CARS!



**Now . . . by Popular Demand, Production  
Concentrated on Sensational High-  
Compression 8-Cylinder Power Plant!**

*There's record-breaking public enthusiasm for Oldsmobile's record-making "Rocket" Engine! That's the reason Oldsmobile is concentrating 100% on "Rocket" production. This famous, years-ahead, high-compression engine is setting sales records at Oldsmobile every day. In less than two years, Oldsmobile has produced over 450,000 "Rocket" Engine cars. In less than two years, the "Rocket 88" has become the most popular Oldsmobile of all time! Winner of the Mexican Durability Run and holder of many performance records throughout the country, the "Rocket 88" has become one of the "most wanted" cars in America.*

**THE "ROCKETS" ARE  
REALLY ROLLING!**



**... from Oldsmobile's New  
Ultra-Modern Engine Plant!**

More than 85 "Rocket" Engines roll off the Oldsmobile production line every hour. And public demand for the "Rocket" Engine cars continues to increase! That's why Oldsmobile is expanding the "Rocket" Engine plant—the most modern automotive engine plant in the industry! And that's why dealers are looking forward to a great future for the "Rocket" Engine and the "Rocket" Engine Oldsmobiles.

### Henry Heads Solvents Sales

Harold J. Henry has been appointed vice-president in charge of sales of Commercial Solvents Corp. He succeeds Henry W. Denny, retired.

### Teel Succeeds Wilson

W. R. Wilson, who had been with McClung Brothers, Inc., Waynesboro, Va., for 13 years, has resigned to take on a Packard agency. He has been succeeded

by B. P. Teel of Charlottesville, Va., who will work the same territory, according to an announcement from F. W. McClung.

Don Head has been added to the sales force of Alexander-Seewald Co., Atlanta, Ga., L. C. Matthews reported.

Ed Grice of G & G Sales, San Angelo, Texas, recently underwent a serious operation. He said he expected to be back at work by the time this is in print.

### Wix Names W. B. Hunt For Eastern Zone

WILLIAM B. Hunt has been appointed eastern sales manager for Wix Accessories Corp. He is in charge of all territories east of the Mississippi.

For the past 13 years Hunt was zone manager for the southeastern region of A. C. Spark Plug Division, with headquarters at Jacksonville, Fla.

### Spence Joins World Bestos In Mississippi Territory

JOHN T. Spence is now district manager for World Bestos Corp. in the Arkansas, Louisiana, Mississippi and southern Alabama territory. He was formerly with Buster's Auto Supply.

Spence will operate from Winaona, Miss., under the supervision of W. A. Wright, southeastern regional manager.

### Dimmick and Creel Represent Monroe

APPOINTMENT of two southern warehouse distributors has been announced by Monroe Auto Equipment Co.

Dimmick Supply Co. will handle the Lake Charles, La., territory and Creel Brothers, 1811 14th St., N. W., Washington, D. C., will cover that area.

### Minden Firm Adds Shop

Service Parts Co., Minden, La., recently moved to a new and larger building and installed a complete automotive machine shop, Manager Claude Burson reported.

### Darata Takes on Kansas

Tony Darata has been appointed representative for Accurate Parts Manufacturing Co. in the Kansas, Missouri and southern Illinois territory, officials said.

"Have lost 35 pounds since March, from 189 to 154," D. R. "Mac" McCleary of Genuine Parts Co., Atlanta, editor of *Parts Pups*, reported last month. "Dieting, you know. No, I ain't sick!"

"Sales are increasing and up to this time show an additional amount over last year," F. W. McClung, president of McClung Brothers, Inc., Waynesboro, Va., reported last month.



## 50% time saved with the new Herbrand PISTON RING INSERTER ... especially U-Flex rings!

It takes only half as long to compress and insert piston rings this new easy way. Drop piston and insert into tapered opening of Inserter and push into cylinder. It's as easy as that!

Three finger openings are provided on Ring Inserter so each ring may be easily lined up in its groove in the piston while pushing the piston into the Inserter. A small slotted section in the wall of the tool permits expansion for installation of pistons and rings up to .060 oversize.

Simplicity of design, together with a special iron alloy, give it the elasticity for easy compression of rings and insertion of pistons. Specially designed to handle the new U-Flex as well as all other types of rings.

Mechanics net \$2.00

**Herbrand Tools**  
Fremont 8, Ohio



The Ring Inserter is Herbrand's current Tool-of-the-Month. See it at your Herbrand tool distributor or write us for complete details.





Lark

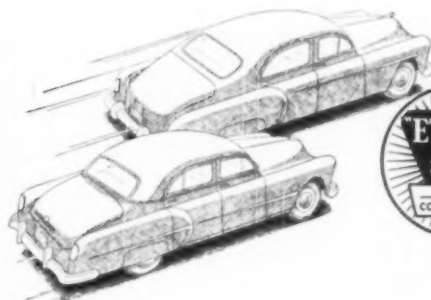


Shark



There's a tremendous difference  
between a "lark" and a "shark"

- and there is a powerful difference, too,  
between performance and "Ethyl" performance!



Yes, there's a powerful difference between the performance of an engine using just gasoline and one using "Ethyl" gasoline. When you set the ignition of a modern high compression engine to take full advantage of "Ethyl" gasoline's higher antiknock quality, your customer gets "Ethyl" performance—more power, more mileage. And you get happier, more satisfied customers.

ETHYL CORPORATION, New York 17, New York

Other products sold under the "Ethyl" trade-mark: salt cake, ethylene dichloride, sodium (metallic), chlorine (liquid), oil soluble dye, benzene hexachloride (technical)

## F. W. Swanson Retires From Globe Hoist

F. W. SWANSON has retired from active management of the Globe Hoist Co. and Fred W. Swanson, Jr., has been elected chairman of the board. He is also chairman of the executive committee.

Fred W. Swanson, Jr., has been with the firm since 1932. He is president of Globe Machinery and Supply Co. and of Materials Handling Equipment, Inc. F. W.

Swanson will continue as a member of the board.

The announcement of the changes was made last month.

D. R. "Mac" McCleary (editor of *Parts Pups*) of *Genuine Parts Co.*, Atlanta, and his wife spent a two-week vacation at Crystal River, Fla. "When I'm in Florida, I'm the best fisherman in Florida," Mac said. "When I'm in Georgia, I'm the worst." (Mac, that's your editorial prerogatives, huh.)



M. J. Barber (left) has succeeded T. M. Birmingham (right) as manager of the southeastern division of the Auto-Lite Battery Corp., with headquarters in Atlanta. Birmingham has been named manager of the Chicago division. Barber formerly was at Detroit. C. R. Geyer has been transferred from New Orleans to succeed Barber. P. G. Barnes, Jr., of New Orleans has been named district manager there.

## NO MORE CARBON SCRAPING



U. S. Pat. No. 2,107,288

### NEW 60 GALLON SIZE

Gunk Hydro-Seal cylinder head and crankshaft cleaning kit. Large enough to take nearly all standard assemblies. Makes purchase of cleaning tanks unnecessary for many shops.



## HYDRO-SEAL

GUNK Dunk

\$85.00

net

with 50 gallons of Gunk H-5

### REFUSE

#### SUBSTITUTES

Without the Genuine GUNK trademark, the product may be a cheap imitation . . . partly diluted, will not afford the long life and corrosive protection given by GUNK. Flatly refuse substitutes!

1. Now! You can clean a cylinder head, crankshaft or block easily and completely bare metal clean . . . just as a carburetor comes bright out of a Gunk Hydro-Seal Bench Kit.
2. Normal Service Life 1 year (U. S. Pat. 2,107,288)
3. Works hot or cold . . . Self-Scouring . . . Self-Emulsifying
4. Parts rinse bright automatically in seal
5. Safe cleaner for aluminum base alloys
6. Patented Performance and long life

### LABOR SAVER . . . LIQUID TOOL

Cleans cylinder heads of carbon without scraping . . . cleans water side of cylinder heads of insulating algae, grease, sludge and scale—thus restoring original thermal efficiency built into engine by manufacturer.

### SOLD BY BETTER JOBBERS EVERYWHERE

WRITE FOR NAME OF NEAREST STOCKING JOBBER.



Henry S. Clark of Atlanta, president of Automotive Booster Club International, was on the program for the Sept. 9 meeting of Carolinas Automotive Booster Club B-33 at Charlotte.

## A \$40 Fishing Rod Can Whip a \$20

Max A. Hayes of Hayes & Hopson would still have you believe there are a few fish in beautiful Lake Lure. Reported this veteran Asheville, N. C., jobber:

"Yup, we really caught the fish. The wonderful play I had with a three-pound small-mouth bass on my \$40—yes, my \$40—fly rod was really worthwhile. Jimmie Carnegie, owner of Carnegie Auto Parts, Rutherfordton, N. C., caught only a 1½-pound bass and he said the reason was because he had only a \$20 fly rod—just half the price of my \$40 rod."

*Sell the  
Battery  
that's  
**EASIEST** to sell!*



# DELCO No. 1

**WITH AUTOMOTIVE ENGINEERS**

More Delcos are used as original equipment in new cars and trucks than any other make of battery.

That one fact establishes Delco as the first choice of automotive engineers . . . as the nation's No. 1 battery . . . as the nation's logical choice for battery re-

placements for all cars, trucks and buses.

Surely, this vast pre-sold market interests you. A Delco battery franchise puts you in line for your share of this profitable business . . . Why not sell the battery that's easiest to sell? Talk it over with your United Motors distributor.



**DELCO BATTERIES—A UNITED MOTORS LINE**

Available Everywhere Through



United Motors Distributors

## News Briefs

(Continued on page 77)

because he couldn't sell the make of car for which he had a franchise in his community."

"Quit when he realized his lack of ability and experience."

"Sold out at a nice profit after thinking the 'lush' days were over."

"Gave up before he lost all of his money as car he was selling was too high priced for his trading area."

"Quit because he would not agree with factory requested additional requirements."

"Retired after losing all his money. No ability. Too much drinking and playing around while on the job."

"Quit because of lack of popularity of car handled in his community with no ability or energy to improve conditions."

"Not enough volume when other makes of cars caught up with demand."

"Went broke by allowing more

for trade-ins than any dealer in town."

"This dealer started in business a few years ago and was successful when the public would buy any make of new car. When going got rough and competitive selling entered the field, this dealer just folded up and liquidated. He quit in time to save most of his profits."

"Not enough capital and the local public did not have confidence in dealer and he failed after a four-month trial."

"Lasted a year but drinking and gambling cost him his business."

"Had to sell his dealership in order to pay his income tax."

## This Valuable Booklet FREE



### "1001 WAYS TO EXTRA PROFITS with HYPRESSURE JENNY STEAM CLEANER"

Here's a booklet that tells you how to do extra-profit jobs for your customers . . . attract and hold scores of new customers . . . save hundreds of dollars a year you're now wasting needlessly . . . cut job-time almost in half . . . eliminate countless hours of hard labor and add thousands of dollars a year to your income.

It's yours FREE—without obligation. Send for it today. Read it. You'll be glad you did.



COMBINATION SERVICE MASTER HYPRESSURE JENNY STEAM CLEANER AND STEAM THOROPURGE produces more profit per square foot of floor space than any other shop or garage equipment.

#### HYPRESSURE JENNY DIVISION

HOMESTEAD VALVE MANUFACTURING COMPANY

"Serving Since 1892"

P. O. Box 99

Coraopolis, Pa.

THERE'S A HYPRESSURE JENNY FOR EVERY HOME, MINE, FACTORY, FARM AND AUTOMOTIVE NEED

### No Squint, No Sweater With Safety Glass

A safety plate glass said to reduce sun glare and the amount of heat that enters an automobile through windows is now optional equipment on Buick's Roadmaster and Super cars.

Called E-Z-Eye, the glass has a slightly bluish-green tint resulting from chemicals mixed into it during manufacture. It excludes at least half the radiant heat that ordinarily penetrates regular glass, Buick engineers said, and in addition shuts out a large portion of the sun's ultra-violet rays.

Across the top of the windshield is a shaded green area that cuts down glare without extra sun visors. A sharp line of demarcation between the two areas has been avoided to reduce eye fatigue.

### Austin F. Young Heads West Palm Dealers

AUSTIN F. Young, Sr., of Twin City Chevrolet Co., has been elected president of the West Palm Beach, Fla., Automobile Dealers Association. Thurston Brooks, is the vice-president and Fred O. Dickinson, Jr., is secretary-treasurer.

The executive committee includes Tom Reynolds of Packard Palm Beach Co. and Ed Cochrane of Cochrane Buick Co.

## "Scare" Buying Slackening, NADA's President Reports

By FRED L. HALLER

President, National Automobile Dealers Association

OUR industry, and the product we represent, always occupies the center of the stage in emergency situations which face the nation. Personal transportation is a vital need of the country, at peace or at war.

The international situation has had a direct effect upon the automobile market. In the first few weeks, panic buying on the part of the public brought back quickly a "seller's market" in automobiles and we found ourselves unable to take care of all those who wanted to get immediate delivery of new cars.

This situation prevailed despite record-breaking production all through the year . . .

I do not know the situation today in your state, but I can tell you there are evidences in some parts of the country that the "war-scare" burst of new-car buying is definitely subsiding. "The peak has been reached and business is getting strictly normal," said a number of cities reporting in a nation-wide survey just conducted by one of the biggest newspaper chains.

Our business is a very sensitive business. You all know that. Many factors which may come into the picture tomorrow—credit controls, increased individual taxes, acceleration of the number of men called to military service—can very well change our selling picture overnight. Many far-thinking dealers with whom I've talked in the last few weeks seem to feel that this is no time to fire salesmen, because we may well need them to keep the year's high production of new cars moving into consumers hands before we are finished with 1950 . . .

The Defense Production Bill contains authority for the presi-

dent to re-instate credit controls. NADA has already contacted the government agencies most likely to handle any such controls. While the vast majority of NADA members have followed a conservative policy in granting credit terms, the re-instatement of consumer credit controls will have a definite effect upon the ability to purchase a new or used car on the part of many prospective customers. It is most probable that credit controls will be the first emergency regulations to directly affect dealers.

So far as possible cut-back in production of automobiles due to government allocations of steel and other basic materials may be concerned, it's anybody's guess as to what can happen on this one. Leaders in the industry are guessing anywhere from ten per cent curtailment, on up. Possibly from the dealer's point of view, a ten to 25 per cent cut-back in new-car production might even prove to be a blessing in disguise . . .

I also believe that as individuals, we are in a far stronger position to meet a situation than



Mr. Haller

we were in 1941. We've had good years since 1946 in which we have been able to build up our resources, to expand and develop our facilities to serve the motoring public. The need for our services is established in the public mind. The automobile is increasingly important as a means of transportation and as an individual piece of property . . .

### Burbage Becomes Secretary

Thomas I. Burbage has been elected secretary of The Black & Decker Manufacturing Co., succeeding Harry G. Wheeler, who died recently. A native of North Carolina, Burbage has been with the company since 1930. He is now assistant to the vice-president in charge of manufacturing.

"I suggest you stop worrying over what you'll do if the factory switches to making tanks, Hoskins. You'll probably be invited to drive one."



*These excerpts were taken from a speech at the convention of the Automobile Dealers Association of West Virginia. His address to the South Carolina Automobile Dealers Association this month was to be along similar lines.*





No apples for the teacher but it was back to school for these fellows just the same at the opening of the 28th session of the Chevrolet Dealer Sons School in Detroit. They are (l. to r.): J. A. Gober, Sulphur Springs, Texas; B. S. Hallam, Lander, Wyo.; R. T. Peacock, Jr., Dublin, Ga.; B. M. Fooks, Tupelo, Miss., and W. B. Gardner, Jr., Falfurrias, Texas.



**Really  
Sells  
Shocks!**

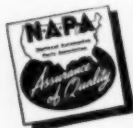
**Briggs  
Merchandising  
Kit No. 1250**

FREE all-metal display  
rack puts shocks up  
front to be seen and sold

**Costs Only \$39<sup>00</sup>  
You Clear \$25<sup>20</sup>**

The Briggs deal is the *big* deal in shock absorbers. Merchandising Kit No. 1250 contains 12 shocks, including two sensational SuperRides for Chrysler-built cars. Permanent metal rack and promotion materials come free. Consider the profit, compare the contents — Call your NAPA Jobber today!

**THE BRIGGS SHOCK ABSORBER COMPANY • CLEVELAND 3, OHIO**  
Division of The Gabriel Company



**BRIGGS**  
SHOCK ABSORBERS

*"for the ride of your life—  
for the life of your car"*

### 3M Plans Warehouse For Atlanta Area

**P**LANS for the construction of two adjoining buildings for warehouse and sales-office space in Atlanta have been announced by the Minnesota Mining & Manufacturing Co.

The units are expected to be ready for occupancy about Jan. 1, according to C. P. Pesek, vice-president in charge of engineering.

Both buildings will be of the one-story type. The warehouse will cover 10,000 square feet and the office building will contain about 2,500 square feet. The buildings will be on Piedmont Road north of Metal Road.

### Pete Raine Joins Virginia Staff

**D**AVID L. "Pete" Raine has been appointed assistant manager of the Automotive Trade Association of Virginia. He is a graduate of the University of Maryland and of the T. C. Williams School of Law at the University of Virginia. During World War II he was a lieutenant in the Army Air Corps.

"Pete" is the son of General Manager John E. Raine. "He has the same loyal interests as his father and the same desire to see our association grow in influence and strength and to render the utmost in service to our membership," a recent bulletin to members said.

### Clifton Takes on Packard

E. O. Clifton Motors, Inc., is now the Packard dealership at Jacksonville, Fla. E. O. Clifton, an automobile dealer in Tampa and Miami for more than 20 years, is president of the firm, which is situated at 605 Riverside Ave. at Rosselle St.



S. E. Skinner, general manager of the Oldsmobile Division, will be one of the speakers at the annual convention of the Tennessee Automotive Association at the Prabody Hotel, Memphis, Oct. 15-17. A "Yankee Panel" of five Minnesota dealers with George Ziesmer, immediate past president of NADA, as moderator will be another highlight. This is a return engagement of the "Dixie Panel" at the Minnesota convention last year. Other speakers include: Dr. Kenneth McFarland of Topeka, Kan.; J. Saxton Lloyd, past president of the Florida association, and Fred Halter, president of NADA.

#### Kansas City Show Set for March 2

THE 1951 automobile show of the Motor Car Dealers Association of Greater Kansas City has been set March 2-8 at the Exhibition Hall of the Municipal Auditorium. It will be the 34th such show.

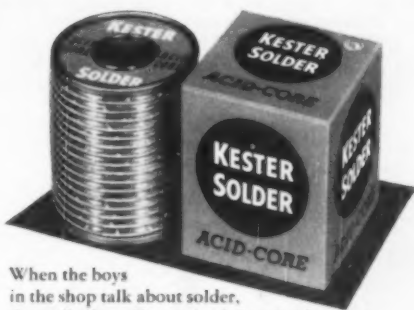
Ervin Feld, Dodge dealer, is chairman of the show committee. Other members include: B. G. Bentrup, Ford; A. L. Land, Chevrolet; Harry Rice, Buick, and J. H. Scott, De Soto-Plymouth. Bill Egelhoff is manager of the association.

#### Chrysler Sends Cooper And Johnson South

JOHN V. Cooper has been appointed district manager for the Chrysler Sales Division at Charleston, W. Va., and H. Jones Johnson has been named district manager at Mobile, Ala.

A native of Alabama, Johnson attended South Georgia College at Douglas, Ga. After World War II he joined a De Soto dealership in Marianna, Fla. For a time he was district manager at Jacksonville, Fla., for De Soto. Cooper was a new-car salesman at Cleveland, Ohio, before joining Chrysler.

# Kester Solder



When the boys in the shop talk about solder, they talk about Kester Acid-Core Solder; the old reliable product now in a new package.

# Easier to Use

Mechanics know that using Kester makes any soldering job easier. Kester contains more grade A newly mined Tin—40%—and only virgin lead, too. The fluxes are chemically and scientifically correct.

# Faster

Kester is faster to use. Mechanics prefer it and are more satisfied when using it. The work is speeded up and output is increased.

#### Kester Solder Company

4201 Wrightwood Ave., Chicago 39  
Newark, N. J. • Brantford, Canada

**KESTER  
SOLDER**



The Mechanics Standard since 1899



One of the largest crankshaft regrinders ever built in this country—capable of handling crankshafts up to ten feet long—is shown here with its designer, Francis P. Healy (right), chief engineer of the Automotive Division of Van Norman Co. With him is Charles R. Crowder, vice-president in charge of the division. The regrinder has a central casting 24 feet long and weighs 22,000 pounds. The first machine of this new model was built for Koepsel & Love, Inc., Salt Lake City, Utah, and is now in operation for this company.

## Rolen Heads Buick's New Oklahoma Zone

**W**ILLIAM A. Rolan has been appointed manager of the new zone office of Buick Motor Division at Oklahoma City, Okla. The office is in the Herold Building and will work with dealers in virtually all of Oklahoma, a portion of Arkansas and the Panhandle area of Texas.

A native of Water Valley, Miss., Rolan has been with Buick since 1940. He was in the Memphis



Mr. Rolan

zone until late 1948, when he was transferred to Dallas as assistant zone manager.

Edgar A. Zimmerman is assistant zone manager. A native of Decatur, Ga., he had been at the Atlanta office since 1941, most recently as district manager. James T. Hodges, a native of Stamford, Texas, and formerly a district manager in the Dallas zone, has been appointed office manager and car distributor.

"Steadily increasing business in the Southwest has made necessary the establishment of the Oklahoma City office," said Albert H. Belfie, general sales manager. "With it Buick will be better able to serve its dealers, and through them its customers, in the tri-state area."

### Attala Dealers Organize

The Attala County, Miss., Auto Dealers Association has been organized by dealers in Kosciusko and Ethel with Charlie Hawkins, owner of the Mid-State Motor Co., as temporary chairman of the group. The organization will meet monthly, Hawkins said, and officers are scheduled to be elected at the next regular monthly meeting of the association.



NO INCREASE IN PRICE  
FULL PINT 75c LIST

**SILICONE  
MAKES MOBO  
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BETTER THAN  
EVER!**

***new wonder chemical cleans  
and polishes in one easy operation***

MOBO POLISH with Silicone is a no-rubbing, no-wax polish that "coats" a car with a hard-as-glass protective finish that lasts for many a month. Just apply — let dry — and wipe off. It's as easy as that!

Grease and grime will not stick to MOBO POLISH with Silicone. Dirt simply "floats off" when car is washed — but the silicone finish stays on for long-lasting protection.

Contact your Jobber or write to:

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642 West 30th Street New York 1, N. Y.

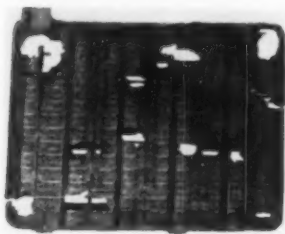
**FULLY  
GUARANTEED**

## What Makes Batteries Fail? Factory Gives Some Answers

THE number one cause of battery failure is overcharging, according to a study by engineers of Willard Storage Battery Co. More failures were due to overcharge than all other causes combined.

Thousands of inoperative batteries of different makes were shipped to the laboratory in Cleveland, Ohio, from Miami, Memphis, Dallas, Fort Worth, Cincinnati, Toledo and other cities in a chosen cross section of the country. They were torn down and examined by a group of battery specialists, who classified them as to the cause of failure.

In 54.6 per cent of the cases failure was due to overcharge. Positive grid corrosion accounted



This positive plate from an automobile storage battery shows how the grid structure can be oxidized by overcharging and whole sections can begin to crumble away.

for 42.3 per cent of this total and positive buckling accounted for 12.3 per cent.

There are three main reasons for the frequency of overcharge, Willard engineers said. First, people are driving more. This means that batteries are being charged for a longer period than previously.

Second, maximum generator rates are much higher than they used to be. Because of the increased number of light bulbs and electrical accessories on today's cars, generator output had to be increased. This means that batteries are charged at higher rates than formerly.

Third, batteries are under the hood where temperatures are much higher. The destructive effects of overcharging on battery

grids and separators are speeded up by heat. Battery temperature also influences battery full-charge voltage. As temperatures go up, full-charge voltage comes down. Under extreme conditions the full-charge voltage of the battery is lower than the setting of the voltage regulator and charge

rates are not cut off or decreased when battery reaches full charge, the engineers said.

As long as the charging current causes chemical reaction between active material and electrolyte, good is being accomplished. When the charging current causes a reaction between the grid and electrolyte, however, the battery is being harmed. When the grid becomes oxidized, the battery plate crumbles and the battery is ruined.

(More News Briefs on page 169)

*Yes, it's* **Glaser's "BIG 4"**  
**"A TRIPLE PLAY"**  
**PROFIT  
ECONOMY  
SPEED**



**GLASER BODY SOLDER**  
*"Spreads Like Butter!"*

A triple play does not happen often in baseball, but you can be positive you'll get a "triple play" in your shop everytime you use Glaser's "Big 4"—the best in Solders and Tinning Compounds.

**GLASER BODY SOLDER**—"S-p-r-e-d-s like butter". Stays plastic LONGER after the torch is removed, enabling you to bring out smooth contours. Compare Glaser with any ordinary 30/70 solder.

**GLASER 2 IN 1 HOT TINNING STICK**—New! Glaser Hot Tinning Compound in handy exclusive stick form. Cleans and tins all metals, including aluminum, in one swift chemical action.

**GLASER ACID CORE SOLDER**—Mechanics acclaim Glaser's the best acid core solder made. Easy flowing—positive in action. GET THE BEST! ASK FOR GLASER ACID CORE.

**GLASER GENUINE HAREBIT METAL**—Perfect for "can" rods and main bearings.

Order Glaser, by name, from your jobber today.

Represented in the southeast terr. by G. W. Klier Co., Atlanta 3, Ga.

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**GLASER LEAD CO., INC.**  
21-31 Wyckoff Ave. Brooklyn, N. Y.



OUR 20th YEAR OF DEPENDABLE SERVICE TO AMERICAN INDUSTRIES

# HELPFUL BOOKLETS FREE

**101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-4**—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kielen Avenue, St. Louis 20, Mo.

**102. TWELVE PAGE BOOKLET IN COLOR** illustrating two specialized materials for ODOR CONTROL in industrial house-keeping and plant sanitation work. Oakite Products, Inc. 22 Thames St., New York 6, N. Y.

**103. FOUR-PURPOSE AUTOMOTIVE CLEANER**—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam directed method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Sparks Street, New York 6, N. Y.

**104. FACTS ABOUT SPARK PLUGS AND ENGINES**—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstating facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 960 Upton St., Toledo 1, Ohio.

**105. AIR BRAKE BULLETIN**—Discusses the three Wagner Air Brake Systems, with schematic diagrams. Principle of Wagner Rotary Compressor fully explained with cross-section drawings and photographs. Give construction and performance characteristics. Ask for KU-60-B. Wagner Electric Corporation, 6364 Plymouth Avenue, St. Louis 14, Missouri.

**106. ATTRACTIVE FOUR PAGE FOLDER** showing specifications for several models of Oakite solution-lifting steam guns. Includes all purpose, heavy duty and with high pressure air or steam. Oakite Products, Inc., 22 Thames Street, New York 6, N. Y.

**109. AMMCO HONING ENGINE REBUILDING, AND BRAKE SERVICE EQUIPMENT**—Catalog page describing the Ammco line of Honing Machines, Brake Gages, Brake Shoe Grinders, Brake Drum Micrometers, Brake Piston Injectors, Connecting Rod Aligners, Line Boring Machines, Ridge Reamers, Portable Cooling Units and Tension Indicators. Ammco Tools, Inc. 2110 Commonwealth Avenue, North Chicago, Illinois.

**111. PERMATAX FORM-A-GASKET MANUAL** will contain many illustrations of important equipment on which the three types of Form-A-Gasket have been used. It, of course, emphasizes the differences between Form-A-Gasket Number 1, Number 2 and Aviation Form-A-Gasket. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

**114. AUTOMOTIVE MAINTENANCE TOOLS**—New OTC Bulletin A-47 shows the easy, SAFE way to handle many automotive repair "troubles"—such as pulling bearings, bearing races, fan pulleys, axle shafts, pinion shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for mechanics. For a free copy, write to Owatonna Tool Company, 889 Cedar St., Owatonna, Minn.

**119. RAMCO SERVICE MANUAL**—6th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

**122. INSTRUCTION BOOKS** and technical data on automotive wheel alignment—f-ness straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

**124. McCORD RADIATOR-CORE CATALOG**—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

**125. NEW EIGHT PAGE BOOKLET** giving complete information on the Henderson Tire Changer and how the tire changing business fits into battery and accessory sales. Write Big Four Industries, Inc., Dept. SAJ, 5538 Carthage Ave., Cincinnati 12, Ohio.

**132. CATALOG NO. 500P**—Featuring the 200 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6196 Maple Ave., St. Louis 14, Mo.

**134. STREAMLINER CATALOG**—Makes servicing easier on front end parts. Moog Industries, Inc., 6661 Easton Ave., St. Louis 14, Mo.

**135. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS**—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Missouri.

**136. McCORD MUFFLER CATALOG**—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

**137. DELCO-REMY ELECTRICAL SERVICE—A 26-page 8 1/2x11-inch booklet** covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures.) A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**139. BUELL ELECTRO-COMPRESSOR**—Descriptive literature is available on a new compact compressor designed to furnish an air supply for Buell Air Horns for cars, trucks and boats. Buell Mfg. Co., 923 W. 49th Place, Chicago, Illinois.

**141. THE FULL POWER STORY** and Catalog of Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.

**142. CATALOG NO 49-C**—Automotive wire and cable products backed by Guaranteed Customer Satisfaction since 1921. Andrews Mfg. Co., 924 South Theresa Ave., St. Louis

3, Mo.

**144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK**—a simplified reference book for the operation, checking, tuning-up and repair of auto, truck, and tractor engines. Burt Piston Ring Company, Rockford, Ill.

**149. PAMPHLET DESCRIBING UNIT CONSTRUCTION** of Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4395, Oklahoma City 9, Oklahoma.

**150. VAN NORMAN CONDENSED CATALOG**—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Automotive and Aircraft Equipment Division Springfield 7, Mass.

**152. TRANSMISSION ATTACHMENT FOR WEAVER HYDRAULIC JACKS** explained in attractive four page folder. Features a simplified method of removing and replacing heavy transmission for service departments with out lifts. Weaver Mfg. Co., Springfield, Ill.

**161. WHIZ CATALOG NO. 45-C**—Describes the complete line of Whiz Automotive chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

**162. WILLARD STORAGE BATTERY CATALOG**—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 1, Ohio.

**164. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS**—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

**172. WILLARD DRY BATTERIES**—"A" and "B" Power Packs, "B" and "C" Power Packs, "A" Batteries, "B" Batteries, "C" Batteries, General Purpose Battery, Portable Lantern Batteries, Radio Storage Batteries, Interchange Data. Willard Storage Battery Company, Cleveland 1, Ohio.

**175. HOW TO MAKE MORE MONEY REBUILDING CARBURETORS**—Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade Fingerprint System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

**180. THE LAMSON NO. 50-A AUTOMOTIVE CATALOG**—A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 35th St., Cleveland 3, Ohio.

**185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a most technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

**186. BATTERY SERVICE MANUAL**—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

Please send to me without obligation, free booklets No.

described in

the September, 1950 issue of SOUTHERN AUTOMOTIVE JOURNAL.

Name

Company

Number and Street

City

Position

State

Tear out and mail to Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 3, Ga.



- 192. WIRE & CABLE CATALOG—A 24** page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champaign & Chestnut St., Toledo 1, Ohio.
- 193. CATALOG** presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.
- 197. SPARK PLUGS**—Complete specification catalog including 1950 applications—specification wall chart for passenger cars to 1950 with pocket for revised "Plug-Check" indicator and data book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Company, Merchandising Division, Champaign Chestnut St., Toledo 1, Ohio.
- 204 AMERICAN HAMMERED PISTON RINGS**—A five color descriptive catalog covering American Hammered Piston Rings and Koertgen. Included with current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.
- 207. SEE YOUR LUBE DEPARTMENT AFTER MODERNIZATION**—A folder which shows sixteen modern lubrication departments with various types and arrangements of Aro Equipment. The Aro Equipment Corporation, Bryan, Ohio.
- 211. QUICK EASY CONNECTIONS TO YOUR AIR LINE**—A folder on Aro Speed-Couplers which shows how to save time, steps and money in your shop. The Aro Equipment Corporation, Bryan, Ohio.
- 214. THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16 page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.
- 222. "WHAT PRICE QUALITY"**—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.
- 225. CONDENSED CATALOG 230**—This catalog illustrates all K-D tools with a brief description of each. K-D Manufacturing Co., Lancaster, Pa.
- 229. VALVE SERVICE MANUAL NO. 150** with up to date information on motors, special emphasis on valve assembly and disassembly. K-D Manufacturing Co., Lancaster, Pa.
- 232. NEW 36 P-A-G-E BLACKHAWK WRENCH CATALOG NO. 247**—Lists socket, box-type and open end wrenches and sets, including new "Nuggett" double-duty drive socket wrenches. Blackhawk Mfg. Co., Milwaukee 1, Wisc.
- 235. UNITED STATES ELECTRICAL TOOLS**. A complete catalog of 72 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, screw drivers, surfacers, valve seat grinders and sets, tappers etc. United States Electrical Tool Co., 1050 Findlay, Cincinnati 14, Ohio.
- 249. CATALOG NO. 47 AND SUPPLEMENT** describes car application data on generator and starter armatures and field coils. Contains valuable interchangeability data on all passenger cars through 1950 listing generator and starter armature applications for the popular trucks. Arrow Armatures Co., 15 Fordham Road, Boston 34, Mass.
- 257. RUBBER PRODUCTS**—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products Co., 1724 London Ave., Cleveland 12, Ohio.
- 259. "SALES CLINCHER" FOLDER**—This booklet shows why every highway driver is a prospect for Buell Air Horns and how you can sell them. Answers every objection made to air horns and tells how Buell overcomes them. Buell Mfg. Co., 923 W. 49th Place, Chicago 9, Illinois.
- 262. HAND TOOL CATALOG NO. 557**—90 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.
- 267. AUTOMOTIVE BEARINGS**—Catalog 48-CB—a 44 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.
- 270. WHAT YOU SHOULD KNOW ABOUT COOLING SYSTEMS**—What you should do to help your customers—the inside story of engine cooling—cooling system trouble—what to do when engine overheats—how to sell cooling service—these topics fully covered in a four color 16 page booklet by Warner-Patterson Co., 20 S. Michigan Avenue, Chicago 5, Ill.
- 271. RADIATOR CORES**—A 22-page book. No. 120, of replacement cores for passenger vehicles, buses, trucks, tractors, and industrial equipment. It contains specifications, prices, and dimension diagrams for ordering. Lake Auto Radiator Mfg. Co., 6005 Euclid Ave., Cleveland 3, Ohio.
- 273. FREE CATALOG BULLETIN NO. 1000** describes Blackhawk's new "portable lift", the J-17 LIFT-POST Hydraulic Jack. Blackhawk Mfg. Co., Milwaukee 1, Wisconsin.
- 274. BRAKE LINING BONDING**—A 6-page bulletin compiled to satisfy the need for complete, up-to-date information on bonding of lining to brake shoes. Asbestos Mfg. Co., Dept. E. N., Huntington, Ind.
- 277. ELECTRICAL SWITCHES**—The 1948 Cole-Herscoe line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Herscoe Company, 29 Old Colony Avenue, Boston 27, Mass.
- 279. COLD SOLDER USED FOR BODY REPAIR**—An attractive folder describing the use in the body repair shop of the new KWIKMETAL Cold Solder. Folder describes the fool-proof uses of the new metal filler that applies like putty and hardens almost immediately into metal. Atomized Materials Company, Inc., Magee Building, Pittsburgh, Pa.
- 280. THE ABC'S OF SELLING SHOCK ABSORBERS**—A 20 page, pocket-size "brain-tacks" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth. It gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, Cleveland 3, Ohio.
- 283. FACTS ABOUT IGNITION COILS**—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other tips on ignition service. Echlin Mfg. Co., 242 East St., New Haven 3, Conn.
- 285. ATTRACTIVE CALENDAR TYPE DESCRIPTIVE LITERATURE** showing Castomatic bar solder and superiority over hand-cast bars by controlled cooling and automatic operation. Every bar has some melting point. Federated Metals Division, 120 Broadway, New York 5, N. Y.
- 294. NEW 1949 BRAKE LINING CATALOG** simplified and condensed with alphabetical listings of cars, trucks, buses and taxi cabs. Data also includes part numbers, prices covering Blue Ribbon Grooved sets, as well as Standard Sets & Rolls table attached. GATKE Corporation, 228 N. LaSalle St., Chicago, Ill.
- 298. AIR IMPACT TOOLS**—Full details and prices on these new air tools. Bulletin #13 for capacities to 3/4". Bulletin 2096 for heavy jobs such as Spring U-Bolts, tractor tread, etc. Chicago Pneumatic Tool Co., 6 East 44th Street, New York 17, N. Y.
- 300. THE RICHLITE MFG. CO.** has available for distribution a colorful and fully illustrated 20 page catalog of exhaust deflectors, rear view mirrors, inside door handrim and many other quality automotive accessories and parts. Richlite Mfg. Co., 2325 Indiana Avenue, Chicago 16, Illinois.
- 301. BONDING VS. RIVETING**. Four page bulletin listing the advantages and disadvantages of bonding in comparison with riveting replacement brake lining. GATKE CORPORATION, 228 North La Salle Street, Chicago 1, Illinois.
- 304. ILLUSTRATED FOUR-PAGE COLOR FOLDER**—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block closer, with handy specification table. Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.
- 307. VAL-VIN-HED**—Attractive catalog sheet containing information about the new VAL-VIN-HED-SILENCER designed to perform three important functions in a motor with overhead valves and rocker arms. Silences valve clicking noise, provides overhead lubrication and protects against moisture condensation. Joe L. Bates Co., Winder, Ga.
- 309. OIL FILTER & REFILL, RAPID REFERENCE CATALOG** has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Sevens and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Meriden, Conn.
- 313. SUPPLEMENTARY AUTOMOTIVE ELECTRICAL REPAIR EQUIPMENT** is described in a Frank N. Wood Co. bulletin. TRICUT Mica Undercutter, Mica Undercutter Attachment for general purpose lathes, Armature Shaft re-threading Tool, Armature Tester. Frank N. Wood Co., 344 W. Main St., Waukesha, Wis.
- 314. NEW 1950 ISSUE BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6409 Plymouth Avenue, St. Louis 14, Mo.
- 316. CHAMOIS AND SPONGES**—Catalog containing information about Chamois and Sponges for heavy duty and continuous use or cheap for resale to occasional users. All types; also wool wash mitts, Loofah Cellulose Bug Sponges, Schroeder and Tremayne, Inc., 1711 Delmar Blvd., St. Louis 3, Missouri.
- 317. GRIZZLY BRAKE BONDING CATALOG**—Describes equipment for conditioning shoes for bonding; power pressure gas heated bonder; clamping devices and gas and electric ovens for bonding. Complete listing of Saffibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.
- 318. SMITH'S MUFFLER CATALOG**—Contains factual Dynamometer, Horse Power, Back Pressure and Mileage Charts also complete listing Single Custom Built Replacement Mufflers for all cars and Dual Exhaust Systems for V Type Motors. Smith's Muffler Mfg. Co., 1716-18 Naud St., Los Angeles 12, Calif.
- 319. JARRETT'S WIFE WALL COMPLETE 4-PAGE CONDENSED CATALOG** with illustration, testimonials, fully describing the new exclusive-formula, white side wall tire cleaner, produced by The Cecil H. Jarrett Company, Inc., Newton, North Carolina.
- 320. NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT** features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobbers' salesmen's catalogs. Storm-Vulcan, Inc., 2504 Commerce St., Dallas, Texas.
- 325. FREE CATALOG BULLETIN** describing and illustrating in colors the four products in the AGS line Door-Ease Stainless Stick Lubricant—used for lubricating car door fittings; Door-Ease Dripless Oil for body squeaks, hinges, brake fittings; Ruffydie Rubber Lubricant—removes squeaks from rubber parts and fittings; Lubricants; Lock-Ease Graphited Lock Fluid makes locks work easier, guards against rust and wear. AMERICAN GREASE STICK CO., Muskegon, Michigan.
- 330. SOLDERLESS TERMINAL SERVICE KITS** for both primary and spark plug wiring are described in the Lynn Lighting Terminal Catalog. Lynn Lighting Co., 317 E. Ontario St., Chicago 11, Illinois.

*Richlite Does it Again...  
Another NEW Smash Hit!*

No. 328 Dual  
Exhaust Tubes

**Richlite**  
**DUAL ROCKET**  
**EXHAUST DEFLECTOR**

#### A Complete Line

Our line of Exhaust Deflectors is complete with a size and type for every car. We also manufacture a full line of Inside Door Handles, New Type Mirrors, Headlight Visors, License Plate Frames and Clothes Hangers. Write for our 1950 Catalog.



#### No. 1 on Our Hit Parade of Fast Selling Automotive Accessories!

Here it is! A new and sensational Dual Rocket design Exhaust Deflector . . . gives all cars a smart distinctive look with a new and thrilling "exhaust tone." Order now for immediate delivery.

The Richlite Dual Rocket is sturdily built to last the life of the car. Has a universal clamp to fit all cars and is easily attached with two bolts and nuts furnished. Tubes are made of heavy gauge wall tubing and triple plated with copper, nickel and chrome. Beautifully packaged in attractive red box. Length 9 $\frac{3}{4}$ ".

**Richlite** MANUFACTURING  
COMPANY

2326 INDIANA AVENUE  
CHICAGO 16, ILLINOIS

## THE Andrews PACKAGED PROFITS PLAN.. MEANS EXTRA DOLLARS IN YOUR POCKET!



Yes Mr. Dealer, ANDREWS packaged Automotive Cables and Ignition Parts have eye-appeal and buy-appeal!

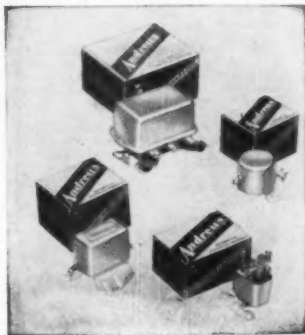
Displayed in ANDREWS modern merchandisers, these fast-selling parts will keep your cash register ringing! And the stock will be right at your fingertips—ready for speedy service.

So see your jobber about the fast-selling ANDREWS parts — or write us for the name of nearest ANDREWS jobber and our latest catalogs.

Customer Satisfaction

Since 1927

**Andrews**  
MANUFACTURING CO.  
ST. LOUIS, MO.



## More News Briefs

(Continued from page 165)

### Sanford Joins Willys In Memphis Area

EMILE F. Sanford, formerly wholesale manager for Davis Motors, Inc., Memphis, Tenn., has been appointed assistant special representative for Willys-Overland Motors in Tennessee, Alabama, Louisiana, Mississippi and Arkansas. He will headquarter in Memphis.

Sanford will be an aide to Sam Brasseale of Montgomery, Ala., Willys-Overland's oldest field representative from point of service. For a time Sanford was superintendent with Menefee Motor Co., New Orleans, La.



This pin soon will be appearing on lapels of Ford dealers' salesmen who have made outstanding records in selling new and used cars and trucks. It's the badge of the new "Ford 500 Club" and "Ford 300 Club." Memberships are determined by total points awarded for sales during a calendar year. Credits toward membership in the clubs are retroactive to Jan. 1, 1950, according to Walker A. Williams, general sales manager.

### Brownsville Association Reelects O. A. Manske

O. A. MANSKE of Manske Motors was reelected president of the Brownsville, Texas, Automobile Dealers Association at its first-anniversary meeting recently. Clayton Johnson of Johnson Nash Co. was reelected vice-president and C. A. Murphy of Valley Buick Co. was renamed secretary-treasurer.

All employees of member firms arranged to attend the August

meeting, at the place of John Pipkin, a director of the Texas Automotive Dealers Association. Showing of films was on the program.

### Lincoln-Mercury Names Mathews and Smith

WILLIAM H. Mathews has been named manager of the new regional sales promotion department for the southern region of the Lincoln-Mercury Division. George Thomas Smith, Jr.,

has been appointed manager of the regional business management department.

A native of Greenville, S. C., Mathews formerly was an account executive with Kenyon and Eckhardt, Inc., advertising firm. He studied business administration at the University of Richmond and for a time was in the real estate management field in Washington, D. C.

Smith was controller for the southeastern zone of Nash Motors Division before joining Ford.

## HAS EVERYTHING IT TAKES TO PUT MORE SAFE STOPS IN BRAKES!



# Super 40 and Super 50

### Hydraulic Brake Fluids



For safe, long-lasting braking efficiency, the EIS line of Super Brake Fluids remain unexcelled in performance and economy. They meet SAE Specifications . . . mix perfectly with all other approved brake fluids.

Fill your jobs with EIS Super 40 for passenger cars. Use Super 50 SAE Heavy Duty for cars as well as taxis, trucks, buses and tractors operating under extremely tough conditions.

**PACKAGED TO MEET  
EVERY NEED**

Merchandised in a complete range of sizes from 3 oz. refills to 55 gal. drums.

Meets or exceeds  
S.A.E. specifications.

20 EIS Warehouses are ready to serve you promptly through your distributor almost anywhere in the world.

**GET IT FROM  
YOUR JOBBER**

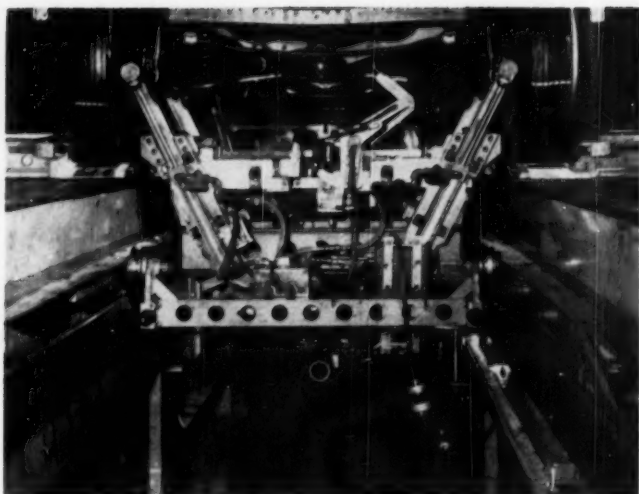
**Ask Your Jobber or Write Direct**

**EIS AUTOMOTIVE CORP., Middletown, Conn.**

**EIS**

**CABLES  
FLUIDS  
PARTS**

**KITS  
TOOLS  
CYLINDERS**



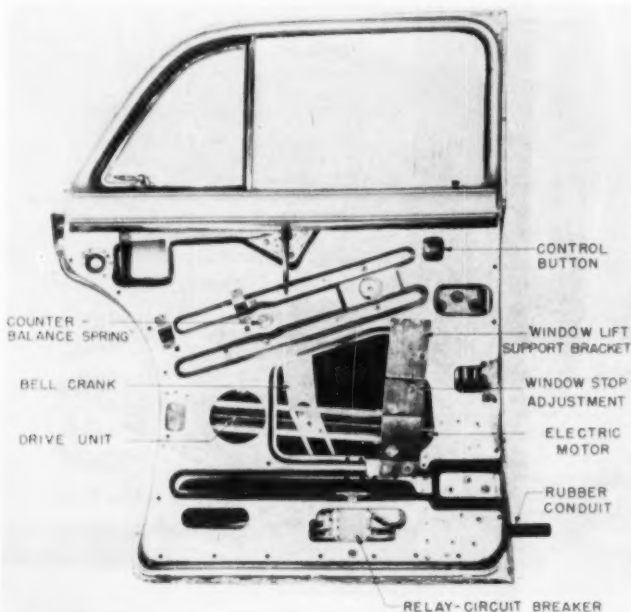
This progressive toe-in wheel-alignment machine on Oldsmobile's final assembly line enables operators to set the toe-in of the front wheels while the car is moving down the conveyor. The machine moves with the car 12 feet down the line through an engaging arm that attaches to the car. It centers itself automatically and has a single control. The machine also gives accurate spoke setting to the steering wheel so horn ring and spokes are in the normal position when the car moves on down.

#### Bowers Names Sales Head

Harry J. Noznesky is now vice-president of Bowers Battery &

Spark Plug Co., Reading, Pa. Associated with the TBA business for 15 years, he was formerly with United States Rubber Co.

This cutaway view of the all-electric window lift now standard on the Chrysler Imperial shows how the electric motor operates a screw shaft, causing the nut with slider attachment to travel along the shaft. The drive movement is transmitted to the slotted lower leg of the bell crank through a pulley-like bearing. Bell crank is held at its center in a fixed pivot with upper leg engaging a slotted guide at base of window channel. Each door has its own unit which can be controlled individually or from the master control by the driver.



Y	DEC	JAN	JULY	DEC	JAN	JUL
1948			1949			1950



SOUTHERN FIBER BLOCK

**SPONTANE**  
STEAM CLEANER

ALL MODELS  
NOW PROTECTED  
WITH A  
5-YEAR  
GUARANTEE

SPONTANE MFG. CO.  
INCORPORATED  
110 Pear Street, S. E. • Atlanta, Georgia





Completing the contract for the game broadcasts by the Oklahoma Chevrolet dealers are (l. to r.): Seated, M. E. Lane, association president, and Bud Wilkinson, director of athletics and Oklahoma coach; standing, Edgar T. Bell of Station KTOK and Ralph L. Bolen of Downtown Chevrolet, Inc., Oklahoma City, secretary-treasurer.

### Oklahoma Chevrolet Firms Will Air Football Games

**T**HE first venture of the new Oklahoma Chevrolet Dealers Cooperative Advertising Association will be to broadcast the 1950 football games of the University of Oklahoma, President M. E. Lane, who is vice-president of Greenlease-Moore, Inc., Oklahoma City, announced.

A total of 21 stations in the state will carry both the home and out-of-town games. This is said by the association to represent the largest network of Oklahoma stations ever to carry a sports event.

"The primary purpose of the organization is to promote and advertise Chevrolet products on a local basis," said Secretary-Treasurer Ralph L. Bolen, who is president of Downtown Chevrolet, Oklahoma City. "It is felt that a program of this nature can fill the need in our over-all advertising of bringing more programs of local interest on the spot to the public."

### Sarasotans Elect Davis

J. Roland Davis of Campbell Davis Motors, Inc., has been elected president of the Sarasota County (Fla.) Automobile Dealers Association. M. V. Altman of Altman Chevrolet Co. was

elected vice-president and Edward Cooke of Cooke Motor Co. was elected secretary-treasurer.

### Ethyl Begins Work On Houston Plant

**H**OUSTON, Texas, will be the site of manufacturing plants to increase Ethyl Corp.'s production of anti-knock compounds, President Edward L. Shea announced. Work was scheduled to start last month and should be completed by the end of 1951.

All principal intermediate chemicals will be manufactured on the site so that it will be an independent source of compounds for oil refiners. Salt brine will be piped from local wells for the manufacture of sodium and chlorine, and petroleum hydrocarbons will be piped from nearby oil refineries to make ethyl chloride.

"Sales of anti-knock compound have set new records in volume during recent months," Shea said. "Oil-industry forecasts indicate increases in annual gasoline volume, with the development of high-compression engines which call for high-octane gasoline and the increased use of mechanical power on farms contributing to the future use of knock-free gasoline," Ethyl's president asserted.

**THE *Modern* WAY**  
**TO CLEAN METAL PARTS**  
**NO BRUSHING**  
**NO SCRAPING**  
**NO HEATING**

Why use old-fashioned methods when Bendix® Metalclene parts cleaner is the ideal solution? Use it anytime without heating! Just dip—don't scrub—and parts are as clean as new! It lasts and lasts for real economy! It's the *modern* way to clean all metal parts and tools. Order a supply today.

\*REG. U. S. PAT. OFF.

**BENDIX PRODUCTS DIVISION of**  
**SOUTH BEND 20, INDIANA**



Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, New York



## "Aero-Seal" HOSE CLAMPS

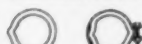
can be reinstalled  
in  
**ANY POSITION**  
and still assure a  
**TIGHT JOINT!**

Avoid leaky joints with "Aero-Seals." No need to position carefully on replacement. Curved saddle prevents distortion of hose, assures uniform sealing pressure around complete circumference. Hardened steel worm drive unscrews easily, but will never work loose.

ANOTHER BREEZE MARK PRODUCT



### ORDINARY CLAMP



Hose distorted. Leaks if clamp replaced in new position.

### AERO-SEAL CLAMP



Saddle protects hose. Uniform pressure prevents distortion.

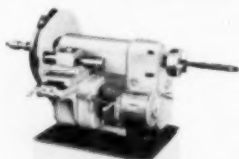


## "Aero-Seal" HOSE CLAMPS

BREEZE CORPORATIONS, INC.

51 South Sixth Street, Newark 7, N. J.

## 90% PROFITS FOR YOU!



We'll prove it by putting a VanTool Brake Drum Lathe in your shop for a 30-day FREE TRIAL. NO OBLIGATION . . . Turn the drums on every reline job and guarantee customer satisfaction. Turn 4 drums and charge \$6.00 to \$8.00. Your only cost—20 minutes labor!

AS LOW AS

**\$367.25**

REAMER DRIVE EXTRA

You'll miss these PROFITS without a

## VAN TOOL *Chatterbox* BRAKE DRUM LATHE

TIMKEN BEARING EQUIPPED

A REAL MACHINE TOOL—Not a Toy  
For Passenger Car and Light Truck Drums

Write or wire NOW about FREE TRIAL OFFER

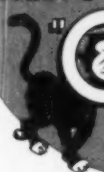
**VAN TOOL, INC.** 135 N. 22nd ST., PHILADELPHIA 3, PA.  
(SERVING THE AUTOMOTIVE TRADE FOR OVER A QUARTER OF A CENTURY)

## VAL-VIN-HED

### Silencer

KEEPS YOUR MOTOR

"**QUIET-**  
AS A KITTEN"



## For CHEVROLET and BUICK CARS

The new Val-Vin-Hed Silencer is today much in demand. It is easy to sell and profitable to handle — List Price, Chevrolet \$2.75; Buick and G.M.C. \$3.25 — 40% off list when you buy them by the dozen. Order from your jobber today.

Manufactured by

JOE L. ESTES COMPANY, WINDER, GA.

## TRAINING...

makes the men who "KNOW HOW"!

PRACTICAL SHOP TRAINING in

**AUTOMOTIVE MECHANICS**

**AUTO BODY & FENDER REBUILDING**

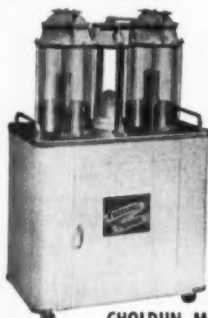
For full details and catalog SAJ11 write, wire or phone CYPRESS 8616

## ATLANTA MOTIVE TRADES INSTITUTE

254 IVY ST. N.E., ATLANTA, GA.

Member: Southern Association of Private Trade Schools

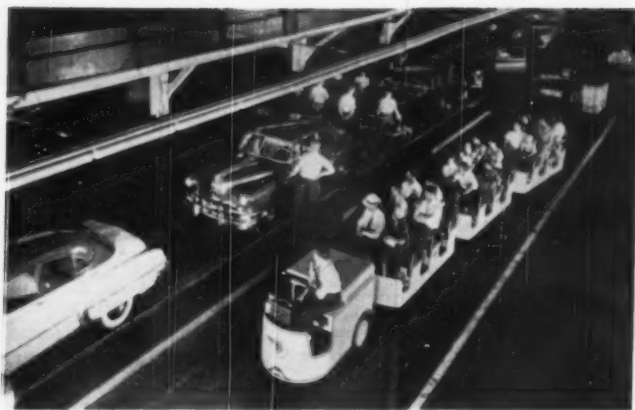
VETERANS ASK ABOUT GI TRAINING



For More and Bigger  
**COOLING SYSTEM  
SERVICE PROFITS**

## Choldun PRESSURE PURGER

Write for full information today  
**CHOLDUN MANUFACTURING CORP.**  
11 WEST 42nd STREET, NEW YORK 18, N. Y.



Visitors to Pontiac's plant at Pontiac, Mich., now can watch the complete assembly process without ever leaving their seats on the "Chieftain," a 27-passenger vehicle pulled by a battery-powered tractor. The unit makes four trips daily through the assembly plant, motor plant, axle plant and other sections. The guide describes operations over a public address system with speakers under each seat.

## Highway Improvements Total Nearly Two Billions

**N**EARLY two billion dollars will be spent on state highway improvements and maintenance

during 1950, according to the *Tax Economics Bulletin* of the American Petroleum Industries Committee.

New-road construction will be 15 per cent above the 1949 level and state highway departments have indicated that about \$1,446,732,000 will be spent for this purpose. Maintenance of present highways will run over \$450,000,000, the bulletin reported.

Construction of post-war highways, particularly those in urban areas, has experienced considerable delay in most states, the bulletin said, pointing out that although the necessary funds are available, difficulties have been frequently encountered in acquiring necessary rights of way.

successful operators push car washing because the car owner who has his car washed is the best potential customer for additional automotive services

## cold steam

blasts stubborn dirt

no back splash

the washer connects to your regular air and hot or cold water supply.

no boots or apron needed with washer.



**WASH! MIT! RINSE! LET DRY!**  
easy effective saves time, effort in cleaning motors, parts.

**HYDRO-AIR** Pressure Washer \$95

D&M Products, Inc.  
28 N. Raymond Avenue  
Pasadena 1 - California

If your jobber cannot supply you, we will ship direct — postpaid

## Schively Heads Plant At Kosciusko, Miss.

**Y**ALE R. Schively has been elected vice-president and general manager of the Pathfinder Coach Division at Kosciusko, Miss., it has been announced by J. H. Shields, president of Superior Coach Corp.

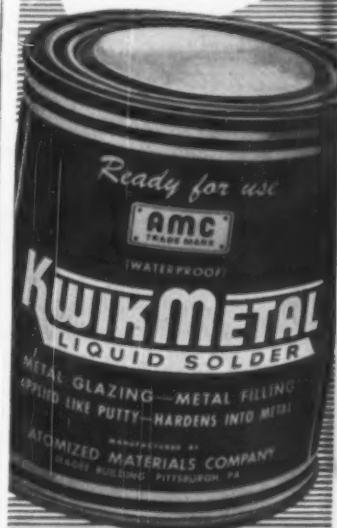
Schively recently resigned as president and director of the Wayne Works, situated at Richmond, Ind.

## Sumter Dealers Name Holman

F. K. Holman has been elected president of the Sumter, S. C., Automobile Dealers Association. The group was formed recently.

Preferred by  
over 66,000  
body shops

THE INDUSTRY'S  
No. 1 METAL FILLER



Yes, the trade's preferred permanent surface solder is Kwik-Metal ... the 100% answer to easier, low-cost metal-repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrinkproof. Unconditionally guaranteed!



**KWIK-PATCH KITS**  
Here is the perfect combination for large-area patching jobs. 3 profitable sizes: \$3.25, \$5.25 and Economy \$13.00.

SEE YOUR JOBBER OR WRITE KWIK-METAL DIVISION  
**ATOMIZED MATERIALS CO.**

2002 Magee Bldg., Pittsburgh, Pa.; Distributed by  
L. Gay Auer, Hiltex Sales Co., Light Cornwell,  
Henry B. Swaab Co.; J. H. Healy



## Federated Gardiner SOLDER

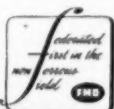
Use the solder that makes your job easier...  
Federated Gardiner brand Acid Core Solder.

The flux is right in the solder. No messy acid or fluxes to contend with. All you need is a torch or iron... and Federated Gardiner brand Solder.

In all commercial sizes and compositions. Listed by Underwriters' Laboratories, Inc. Analysis prominently displayed on carton.

## Federated Metals Division

AMERICAN SMELTING AND REFINING COMPANY  
WHITING, INDIANA (CHICAGO)



## THE INSIDE STORY of more profits for you!

Deflecto is the revolutionary, patented Krome-Dome exhaust deflector. Actually deflects gases away from car directly to roadbed. Brilliant chrome on 18 gauge steel, it beautifies and protects. Sizes to fit all makes. Sells on sight. PROFITS.

WRITE FOR CATALOG AND PRICES

**BOETTGER TOOL & DIE COMPANY**  
1747 NORTH MAIN STREET, LOS ANGELES 31, CALIFORNIA



"We now have LIQUI-FLO for Chrysler-made liquid clutches, DRIV-FLO for General Motors hydromatic clutches and CLUTCH COMPOUND for Hudson cars. Stock ALL Porto products...its Profitable!"

## PORTO HYDRAULIC BRAKE FLUID

Genuine GRADE A and Super 44  
SAE Hydraulic Brake Fluids.

Write for literature on complete Porto Line.

Manufactured by  
**PORTE MANUFACTURING CO., INC.**  
2910-12 Fulton Street Brooklyn 7, N. Y.



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# John Bull

## Heavy Duty Chamois

Proven Performance

Work Faster —

Last Longer —

And at their present prices they are an even better value than before the war!



The best known heavy duty chamois in North America

Get them from your jobber. If he can't supply you, write us and send us his name.

**FREE** — Send for a free copy: "How to Get Your Money's Worth From Your Chamois".

**SCHROEDER & TREMAYNE, INC.**

1711 Delmar Boulevard • Saint Louis 3, Mo.

**BRAND NEW — UNIQUE**

### WONDER WELD WASHETTES

COMPLETE CAR WASH IN ONE CAPSULE  
DRIES FASTER WITHOUT WIPING

- STREAKLESS • SPOTLESS
- GLISTENING
- NO WASTE — NO MESS

**Miller MANUFACTURING COMPANY**

Dept. SA

OF CAMDEN, NEW JERSEY

**The Complete Line . . .**

**that Completely Satisfies**

GASKETS

GREASE RETAINERS

OIL SEALS

Since 1906

THE  
**FITZGERALD MANUFACTURING COMPANY**  
TORRINGTON, CONNECTICUT



**Fitzgerald**  
GASKETS



**NEW  
LYNN  
Lightning  
IGNITION  
WIRING  
REPAIR KIT**

No. 5190

• Replace worn out or broken distributor and spark plug terminals and wiring in seconds instead of minutes with this new Lynn ignition wiring repair kit! Crimping tool cuts and strips wire . . . crimps on distributor cap terminal, or straight or angle spark plug terminal as fast as you can close your hand! Positive-connection, solderless joints!

No muss, fuss, bother. No. 5190 set includes tool and complete assortment of angle and straight spark plug terminals, distributor cap terminals and hoods. Price, including beautiful plastic box. . . \$7.95

See your Jobber or write direct.



317 E. Ontario St., Chicago 11, Ill.

In Canada: Vaco-Lynn Products Co., Ltd.,  
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**Companion Kit  
for Primary  
Wiring**

Saves time, eliminates soldering and gives a better, trouble-free connection on all primary wire. 10 different types of terminals plus crimping in 11-min. clear plastic container identify size and type of terminals for speed in handling.

Price, with box, \$7.95

No. 2090

**Now...  
from**

**1 SOURCE**

**LEAF SPRINGS**

**COIL SPRINGS**

**FRONT END PARTS**

## TUTHILL

Quality Since 1880



Specify TUTHILL and get coil springs and leaf springs skillfully engineered of finest alloy steel, heat treated and tested to insure many years of additional service, on all cars and trucks. Coil springs perfectly matched in pairs.

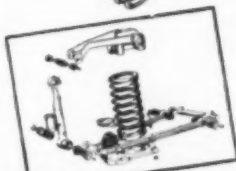
**Now Available!**

**FRONT END WHEEL  
SUSPENSION PARTS**

A complete line for all cars. Includes coil spring spacers, stabilizer repair kits, upper & lower pivotkits, control arm assemblies, knuckle supports, king pins, etc.

**Ask your JOBBER**

OR WRITE FOR CATALOG AND PRICES



**TUTHILL SPRING CO.**

760 W. POLK ST. • CHICAGO 7

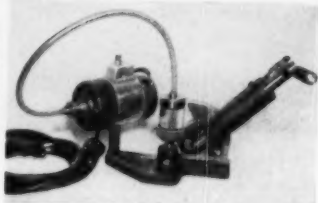


... for immediate service ... **PRECISION FIT,**  
**ON THE JOB TOOLS** ***CUT COSTS!***

### WI-TO-CO

#### ● "Feather Touch" VALVE SEAT GRINDER

Reaches ALL valve seats without extra attachments. Feather-Touch control means better finish. Wi-To-Co Pilot insures perfect concentricity of seat and guide. Grind seats better, faster the Wi-To-Co way!



### WI-TO-CO

#### ● IN-THE-BLOK GRINDER — GRINDS CRANK SHAFTS ... in the CAR!

Grind crank pins to .0005" and in line with the mains without pulling the crankshaft. Standard model handles crankpins 1 1/4" to 2 1/4" long, 1.6" to 2 1/2" dia.

Light, compact, powerful, easy to set up. **LOW PRICED!**

See Your Jobber or Write Today  
For Complete Details.



**WINONA TOOL MFG. CO.**  
WINONA, MINN.

**BURD**  
AUTOMOTIVE  
PRODUCTS

**BURD PISTON RING CO. • ROCKFORD, ILL., U. S. A.**

PISTON RINGS

DE-GLAZING TOOL

PISTON SKIRT EXPANDERS

VALVE PACKING

VALVE GUIDES

Hudson HOT WATER CAR HEATERS

Hudson THERMOSTATS

### Universal Hood Controls



for practically all makes of cars. Quality products with exclusive engineering features and trouble-free service. Easy to install. Easy to sell. Contact your local jobber or write for full information.

Also Mfgs. of Revolutionary Aldo Conversion Kits

**Superior Screw & Mfg. Co., Inc.**  
1922 N. Leamington Chicago 39

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ATLANTA, GEORGIA

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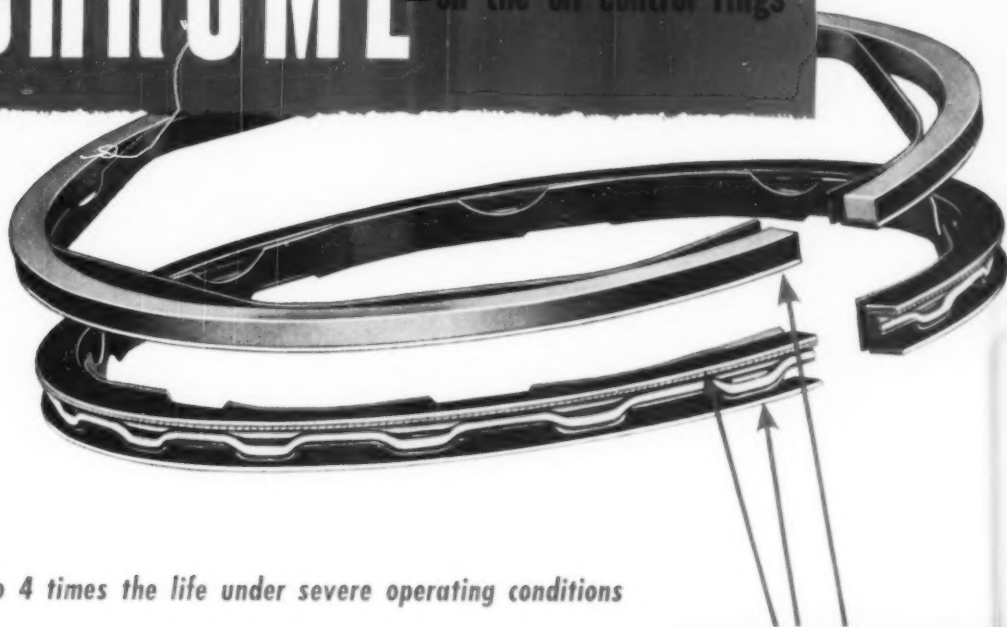
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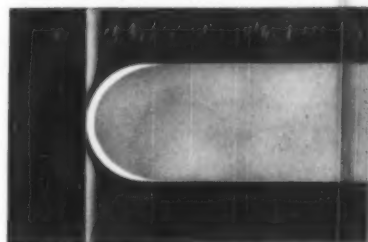
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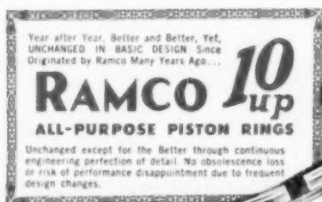
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